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**AXIOM FOODS® GAINS RIGHT TO
WORLD'S PRISTINE RICE SOURCE,
Signs Deal With Global Award-Winning Majesty Rice**

(Los Angeles, CA, October 3, 2014) – Axiom Foods, manufacturer of Oryzatein® the only GRAS approved and patent pending brown rice protein, among other plant fractions, has reached an exclusive deal to source rice from Cambodia's Majesty Rice. Majesty Rice was globally recognized in 2012 and 2013 by *The Rice Trader* for producing the world's highest quality jasmine rice from what are considered to be the most pristine rice fields in the world.

Cambodia's rice supply is inherently non-GMO and organic as GMOs and synthetic fertilizers have never been introduced or allowed in the country as a whole. Accredited U.S. lab reports show cadmium, lead and mercury levels in the rice are some of the lowest found anywhere. "We are proud to be supplying our rice to Axiom, the only rice protein manufacturer we are committed to working with," said President of Majesty, Sithtra Chhay, "because we have a mutual goal of raising the bar while providing the purest plant-based nutrition to the world." Rice used for protein manufacturing is carefully scrutinized and tested at the lowest levels tests will allow because when the concentrated protein is fractioned out, the naturally occurring heavy metal concentration can also increase. A higher standard is held to rice used for brown rice protein because while heavy metal levels may read as "undetected" in rice, that does not mean their levels are zero but rather that they are below the small levels the test can detect.

The deal is indicative of Axiom Foods' continued commitment to provide the most healthful pure plant proteins, which to date, have fallen within testing standards for naturally occurring heavy metals. "This deal," said CEO of Axiom Foods, David Janow, "further decreases the heavy metal levels, despite the fact they are found in the earth's crust globally and are intrinsic to plants grown in healthy soils. As makers of human food, we are in a highly responsible position and work closely with Mother Nature as we travel the world sourcing the most ideal crops available in necessary quantities."

Majesty Rice will start shipping almost immediately and is expected to start appearing in products on shelves Q1 2015, such as Growing Naturals Rice Protein. Janow further stated, "Certifying bodies such as the FDA and USDA watch what we do very closely and have come for intelligence on setting standards for rice protein. Batch testing is a routine part of our daily business and the levels of heavy

metals have always been some of the lowest in the industry. The Majesty Rice levels fall even below these.”

Axiom Foods is the most innovative source for allergen-friendly, whole grain brown rice ingredients, including rice non-dairy milk powder, and known for their natural and proprietary methodologies for extracting fractions of other plant proteins such as its VegOtein P™ organic yellow pea protein. Since 2005, the California-based company has maximized the potential of whole grain brown rice in all its forms and has been used in multiple third party clinical trials. Their signature Oryzatein is the first, largest and only patent pending and GRAS approved source of organic brown rice protein. Axiom continues to widen the possibilities of the world’s third largest plant crop into healthful products on which humans thrive.

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