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**AJINOMOTO'S CAPSIATE NATURA® AND GLYSOM™ MAKE A SPLASH AT
GBK GIFT LOUNGE FOR THE 2012 ACADEMY AWARDS®**

Hollywood Talks Health, Weight Management and Better Sleep Quality

**Ajinomoto Announces New Registration Campaign for Healthcare Professionals
in US**

February 29, 2012 — Ajinomoto North America, Inc. debuted Capsiate Natura® and Glysom™, its nutraceutical duo that helps weight management and sleep quality improvement, to an A-list of Oscar® celebrities at the GBK Luxury Gift Lounge in honor of the 2012 Academy Awards®. As the first Japanese nutraceutical brand to feature its products in GBK's luxury gift bag for Oscar® nominees and presenters, Ajinomoto shared its two substantiated nutraceuticals with Nat Faxon (Oscar winner, Best Writing, Adapted Screenplay, *The Descendants*); Jim Rash (Oscar winner, Best Writing, Adapted Screenplay, *The Descendants*); Melissa McCarthy (Oscar nominee, *Bridesmaids*); Ken Davitian (Oscar-winning film, *The Artist*); Teri Polo (*Meet the Parents* series); Dallas Roberts (*The Grey*); and many others. Video and photos of the event can be found at <http://inr.synapticdigital.com/Glysom/AcademyAwards>.

"Having had children, I know that broken sleep is the least restful sleep you can have," said Teri Polo (*Meet the Parents* series). "Good sleep is incredibly important to your health and your mental and emotional being and I'm grateful to be able to try Glysom™."

"Basal metabolism is something that you'll want to take control of," said Dallas Roberts (*The Grey*). "Capsiate Natura® seems like it would do that for you."

"The Hollywood community is tuned into the importance of both weight management and better quality sleep for optimum benefit to overall health," said Jun Tashiro, Director of Health Ingredients & Services, Ajinomoto North America, Inc. "Capsiate Natura® and Glysom™ offer a safe and unique approach to these vital health challenges."

Capsiate Natura® is the only dietary supplement with rare, natural capsinoids extracted from the CH-19 Sweet pepper, a non-burning pepper variety. Unique in addressing caloric output by increasing metabolism* without the side-effects, Capsiate Natura® can be an important aspect of overall weight management in conjunction with diet and exercise. Glysom™ is an amino acid nutraceutical that promotes deeper, sounder and more satisfying sleep without morning drowsiness*. Made from glycine, an amino acid that occurs naturally in the body, Glysom™ is



particularly effective in promoting the non-REM sleep crucial to feeling refreshed and restored in the morning*.

Effective, safe and side-effect free, Capsiate Natura® and Glysom™ have been trusted, supported and recommended by many healthcare professionals and are available to be purchased in the U.S. exclusively through these doctors. **In honor of the 2012 Academy Awards, Ajinomoto North America, Inc. is rolling out special New Registration Campaign. The first 100 healthcare professionals who register as a new distributor of Capsiate Natura® and/or Glysom™ between March, 1 and 31, will receive Glysom™'s "Trial Sample Pack" (3 stick packs x 10 boxes: Not for Sale) after registration is completed. Call 1-877-227-2030 or email sales@glysom.com and mention "Oscar" for registration.**

In addition to Capsiate Natura® and Glysom™, Ajinomoto North America, Inc. markets Natura Guard BP™, a milk protein-derived nutraceutical to help maintain healthy blood pressure levels already within the normal range*. Effective, safe and side effect-free, these products are substantiated through rigorous clinical studies. For more information, visit www.capsiatenatura.com, www.glysom.com and www.naturaguardbp.com

About Ajinomoto North America, Inc.

Ajinomoto North America, Inc. delivers safe, effective ingredients whose functionality has been scientifically proven. Our mission is the pursuit of better health through better nutrition. Beginning with AJI-NO-MOTO® MSG, a highly versatile seasoning, our products have diversified to flavor seasonings (bonito, pork, chicken, and beef), sweeteners, savory sauces, enzymes, other food ingredients and nutritional supplements. Based on the five basic tastes centering on Umami, Ajinomoto supplies ingredients with unique aroma, texture, kokumi (full-bodied taste) and nutritional functionality. These ingredients make it possible for our customers to build strong brands and offer consumers great-tasting, nutritionally beneficial products.

Glysom™ and Capsiate Natura® clinical studies are available on request.

<p>*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.</p>
