



FOR IMMEDIATE RELEASE

Contact:

Anjali Saxena

212-660-6789

asaxena@dcinyc.com

Joe Giumarra

212-660-6786

joe.giumarra@dcinyc.com

**AJINOMOTO NORTH AMERICA, INC. BRINGS
CAPSIATE NATURA® AND GLYSOM™ INTO FOCUS FOR OSCARS®**

**Capsiate Natura® and Glysom™ Help Weight Management and Better Sleep
Quality for Optimal Health Benefits at GBK Luxury Gift Lounge in Honor of
Academy Awards®**

February 21, 2012 — Ajinomoto North America, Inc. is offering “red carpet” nutraceuticals for weight management and better sleep quality to the 2012 Academy Award® nominees and presenters. The first Japanese nutraceutical to be featured at the GBK Luxury Gift Lounge for the Oscars®, Ajinomoto will showcase Capsiate Natura®, a dietary supplement substantiated to increase metabolism*, and Glysom™, an amino acid nutraceutical to promote sounder, more satisfying sleep for occasional sleeplessness*, at the W Hotel in Hollywood, CA, on February 24 and 25.

“Oscar season or not, weight management and sleep improvement top most people’s wish lists,” said Jun Tashiro, Director of Health Ingredients & Services, Ajinomoto North America, Inc. “Substantiated by Ajinomoto’s rigorous scientific research, Glysom™ and Capsiate Natura® are side-effect free nutraceuticals which, respectively, address the body’s need for healthy deep sleep and help increase its metabolism in order to burn more calories*. The Oscars Lounge is an exciting opportunity to present celebrities with a dietary supplement duo that cover the two areas for optimal benefit to the overall health.”

For the first time, Ajinomoto is introducing Hollywood to Capsiate Natura®, the only dietary supplement with rare, natural capsinoids extracted from the CH-19 Sweet pepper, a non-burning pepper variety. Capsiate Natura® is unique in addressing caloric output by increasing metabolism* without the side effects, an important aspect of overall weight management in conjunction with diet and exercise.

After a successful showing at the GBK Luxury Gift Lounge for the Golden Globes in January, Ajinomoto is bringing back Glysom™, 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*. Capsiate Natura® and Glysom™ are both available in the U.S. exclusively through healthcare professionals. The local distributors can be found at www.ajihealth.com



“Introducing Glysom™ to the Golden Globes nominees and presenters in January was very exciting. It showed us just how precious safe, better quality sleep is in Hollywood,” said Mr. Tashiro.

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>
