



Contact: Nancy Hernandez  
Phone: (414)220-9800  
E-mail: nancy.h@abrazomarketing.com

**FOR IMMEDIATE RELEASE**

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**BENELACT® BREAKS THROUGH CHOLESTEROL BARRIERS**

Through research and testing, a 90% cholesterol reduction is achieved in milk

**Racine, Wisconsin**-Alliance Enterprises announced achieving a 90% cholesterol reduction in skim milk and a 35% cholesterol reduction in whole milk through their Benelact® process. The all-natural process extracts cholesterol from milk without altering the taste, texture, or properties of the milk. The resulting milk can be consumed directly or used as an ingredient in other dairy-based food products to produce healthy alternatives without sacrificing taste.

"We are very encouraged and excited by the latest test results," said Brandon Malacara, Dairy Marketing Director for Benelact®. "Based on the research conducted in our facility, we are consistently achieving 25-90% reductions in cholesterol, depending on the fat content of the milk. This is good news for the dairy foods industry and food marketers."

Benelact's current success has been achieved in part because of their recently completed state-of-the-art \$2 million Research and Development Facility. The facility was designed to be a scaled version of a milk processing plant. Testing for Benelact clients can be done directly from the R&D center which improves time-to-market and the product innovation process.

"The best part of this achievement in cholesterol reduction is that it is done naturally through our patented process," Malacara explained. "There are other products on the market today that reduce cholesterol but they introduce things like fish oils, plant sterols, or other additives in to the product. As consumers know, these additives affect taste. Benelact® reduces cholesterol naturally and does it consistently. This means that we can tailor the amount of cholesterol in a product for our clients, and that product will taste the same or better than it's traditional, cholesterol-heavy counterpart."

Benelact® is a proprietary process that was introduced in 2007 in response to increased consumer demand for healthy food options. The all-natural Benelact® process removes up to 90% of cholesterol from milk, allowing food manufacturers greater options and innovations in the marketplace. Benelact® recently opened their Research & Development Center in Racine, Wisconsin to more effectively provide product development services to their clients.

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