

FOR IMMEDIATE RELEASE

Nature's Agave Partners with Geneden Biotech to Launch Organic Zero Calorie Sweetener with Probiotics

GoSweet® Pro superblend sweetener combines patented probiotic

ENCINITAS, CA (February 25, 2015) – Nature's Agave LLC., today announced the launch of a new organic sweetener with the added benefits of probiotics. GoSweet® Pro combines premium non-GMO organic ingredients, including organic stevia, and organic agave nectar, with the patented probiotic ingredient, Geneden**BC³⁰**.

GoSweet® Pro is a convenient way to sweeten drinks and food while adding the benefits of probiotics. Each single serving packet sweetens like two teaspoons of sugar, and conveniently provides allergen-free active cultures proven to help support digestive health and boost immunity. GoSweet® Pro has a balanced, natural sweet taste, zero calories and is made with ingredients that meet USDA NOP standards. While most other sweeteners featuring stevia on the label are made with non-organic fillers and non-organic stevia, the GoSweet brand uses only certified organic, non-GMO ingredients for today's healthier lifestyles.

"GoSweet Pro raises the bar on the quality and function of a packet sweetener," said Stewart Duncan, CEO of Nature's Agave. *"I believe every premium coffee and tea house, café, and restaurant will soon offer organic non-GMO sweeteners as an alternative to the artificial pink, yellow and blue packets."*

GoSweet® Pro extends the company's line of superblend sweeteners, following GoSweet® original superblend. Free packet samples are available at Nature's Agave's booth 4148 at Natural Products Expo West, March 6 – 8, 2015.

About GenedenBC³⁰

Introducing Geneden**BC³⁰** (*Bacillus coagulans* GBI-30, 6086), Geneden Biotech's patented probiotic ingredient that can be found in more than 100 leading food, beverage and companion animal products throughout the world. Unlike most other probiotic strains, Geneden**BC³⁰** is a spore-forming organism which makes it highly stable and allows it remain viable through most manufacturing processes, three years of shelf life and the low pH of stomach acid. The efficacy of Geneden**BC³⁰** is backed by 20 published studies showing digestive and immune support and Geneden**BC³⁰** has an exceptional safety record with FDA GRAS status from the United States FDA. It can be formulated into virtually any food, beverage and companion animal product that experiences high or low temperature, pressure or environmental extremes including all hot or refrigerated beverages! For more information, please visit GenedenBiotech.com or GenedenBC30.com.

Nature's Agave Launches GoSweet® Pro Organic Zero Calorie Sweetener with Probiotics

About GoSweet

The new GoSweet® line is designed to help consumers reduce sugar intake and avoid artificial sweeteners, without sacrificing taste. The dry powdered sweetener mixes easily in hot or cold, and is perfect for adding organic sweetness to tea and coffee drinks, smoothies, and sprinkled over fruit. GoSweet® and GoSweet® Pro are available in single serve packets and pouches for retail channels.

About Nature's Agave LLC.

Nature's Agave is an organic food and beverage company with passion for delicious and healthy foods. Based in Encinitas, Calif., Nature's Agave promotes healthier nutrition through a variety of distinct and delicious organic products, including its line of premium agave nectars, syrups, and GoSweet® organic superbend sweeteners. The company also supplies ingredients to foodservice and food and beverage companies. Please visit www.naturesagave.com to learn more.

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