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FOR IMMEDIATE RELEASE

**CP KELCO Wins GOLD
for the Most Innovative Food Ingredient
at Food Ingredients South America (FISA) 2010**

Sao Paulo, BRAZIL, September 23, 2010 – CP Kelco, an exhibitor and presenter at the Food Ingredients South America tradeshow, has been awarded the highest honor for food ingredients innovation at the 2010 event being held in Sao Paulo this past week.

Marketed under the GENU® Explorer brand, CP Kelco created these new pectin types using a proprietary process, which better maintains the pectin's natural properties. These products have been specially designed to create novel textures in reduced-sugar and sugar-free jams, jellies and fruit spreads.

For producers, GENU Explorer pectins provide flexibility in recipe design and tolerance to manufacturing variances when using a variety of different fruits. In the low/no sugar systems, there is no need for use of other gums – GENU Explorer is a single ingredient solution.

“The GENU Explorer pectin range allows the producer to create products with smooth textures and bursting fruit flavors. Product containing GENU Explorer also have great fruit distribution and improved visual appeal due to no syneresis,” explains Kathleen Deely, Marketing Manager, Americas. In traditional low/no sugar jams, GENU Explorer pectins provide a spreadable texture and excellent fruit identity. Consumers can also enjoy the lower sugar content in squeezable jams, which are both convenient and fun.

“CP Kelco is very excited and proud to be acknowledged for our spirit of innovation and dedication to providing ingredients for the healthy needs of consumers. We would like to thank the organizers of FISA for the Innovation Gold Award,” says Raul Bellavita, Regional Sales Director, CP Kelco.

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ABOUT CP KELCO:

CP Kelco is a leading global manufacturer and marketer of specialty hydrocolloids, with facilities in North America, Europe, Asia and Latin America. Owned by J.M. Huber Corporation, CP Kelco's product lines include pectin, xanthan gum, carrageenan, cellulose gum, locust bean gum, gellan gum, microparticulated whey protein concentrate and other novel biopolymers, marketed under brand names including GENU®, GENUGEL®, GENUTINE®, GENUVISCO®, GENULACTA®, SLENDID®, KELCOGEL®, KELTROL®, CEKOL®, SIMPLESSE®. For more information, visit www.cpkelco.com or call one of the above mentioned contacts in your area.