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FOR IMMEDIATE RELEASE

**What if...you want to replace PGA in your salad dressing...You Can
With GENU[®] BETA pectin!**

Atlanta, GA May 1, 2009 – At the recent Association of Dressings and Sauces conference held in Dallas, Texas, CP Kelco created quite a buzz of excitement with the introduction of GENU[®] BETA pectin as an alternative to propylene glycol alginates (PGA) in dressings. Now salad dressing manufacturers can take advantage of the label friendliness of pectin, while not sacrificing stability, quality or impacting flavor.

PGA was long the standard for providing emulsion stability in full and low fat dressings. With label conscious consumers demanding pure, wholesome ingredients in their food, pectin is the perfect choice. GENU BETA pectin is a polysaccharide derived from naturally occurring structural components in sugar beets. The functionality of GENU BETA pectin was tested in standard pourable dressing formulations and was found to provide the same or better emulsion stability at similar use levels! This innovative stabilizer can be used in dressings with a natural or organic positioning – another plus for consumers and manufacturers.

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ABOUT CP KELCO:

CP Kelco is a leading global producer of specialty hydrocolloids, with more than 2,000 customers in over 100 countries and 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, all marketed under brand names including **GENU[®]**, **GENUGEL[®]**, **GENUTINE[®]**, **GENUVISCO[®]**, **GENULACTA[®]**, **SLENDID[®]**, **KELCOGEL[®]**, **KELTROL[®]**, **FINNIFIX[®]**, **CEKOL[®]**, **SIMPLESSE[®]**. For more information, see www.cpkelco.com.