



Gadot Biochemical Industries Ltd.

News Release

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Gadot Reorganizes Its US Activities Gadot Strengthens Its Position in the USA Market

Gadot Biochemical Industries, Ltd. (GBI), Haifa, Israel, reorganizes its activities in the North American market following the acquisition of Pharmline, USA. This move is in line with Gadot's growth strategy — focusing on the nutraceutical and functional food markets. The aim of the reorganization is to strengthen Gadot's position in the US market.

Antony Hand, a former VP Marketing at Clearon, USA, was appointed as the president of Gadot Bio-Chem USA, Ltd. His responsibilities focus on service to the food industry in North America, specifically the functional food market.

"We are especially pleased to welcome Mr. Hand to his new position. He has wide experience in business-development strategy," says Ronny Hacham, V.P Business Development & Marketing at Gadot. "He will be contributing to the planning and execution of Gadot's strategy for the North American market."

Gadot is forecast to significantly increase its activities in the food sector in general, and in the health food sector in particular. Pharmline was active in the dietary supplements segment. But now, under Gadot's management, it will be able to successfully penetrate the health food market. Gadot already is poised to market additional citric acid and sodium citrates to be produced in its new plant currently being built in China.

"Our strategy is to offer food and beverage producers an extensive line of functional ingredients and processing services through the Pharmline portfolio," explains Hacham. "These actions will help expand the company's competitive edge in the functional foods market, and will shorten time-to-market while offering next-generation healthy ingredients."

These new efforts, together with its line of highly bioavailable minerals, fructose and other citrates currently produced in Israel, will allow Gadot to broaden its portfolio of products and services for food and beverage fortification.

“Jim Stewart & Co., Gadot's representative in the North American market will maintain its role and remain an important part of the new North American marketing activities,” adds Hacham.

Gadot, Ltd., Haifa, Israel, is a leading supplier of crystalline fructose, citrate salts and enrichment minerals and specializes in developing products that have high bioavailability. Gadot intends to further expand its product portfolio through internal development as well as acquisitions.

Contact details:

Mr. Ronny Hacham
VP Business Development & Marketing
Gadot Biochemical Ind.
Tel: 972-4-6461515
Fax: 972-4- 8461509
E-mail: Ronny@gadotbio.com
www.gadotbio.com