

Institut Rosell-Lallemand supports the first comprehensive documentary on probiotics

Montreal, January 31, 2011. Institut Rosell-Lallemand, true to its founders' commitment to educate people about the science and benefits of probiotics, is proud to have supported the first documentary entirely dedicated to the friendly bacteria. This documentary is an engaging combination of cutting-edge medical information, realistic biological animations, and inspiring personal stories from people who have greatly improved their health with probiotics.

Titled ***Microwarriors: The Power of Probiotics***, the movie is produced by Health Point Productions (CA) and the famous award-winning producer Ron Frank. It will be available on DVD starting February 1st. Discussions are on-going with several broadcasting companies to air it on TV.

Isabelle Champié, Deputy Manager and Global Marketing Director for Institut Rosell-Lallemand, comments: *"The history of probiotics is tightly linked with the history of our company, which was founded in the early 1930s in Canada. It is indeed Dr Rosell, our founder, who introduced yoghurt in Northern America. Since the early days, Institut Rosell has always been committed to promoting the health benefits of probiotics and to the advancement of probiotic research. This is why we agreed to sponsor this ground-breaking documentary. We strongly believe this documentary will help to increase the awareness and credibility of probiotics among the general public, and we hope that it will be a resounding success!"*

Institut Rosell-Lallemand's commitment to the advancement of probiotics awareness and science has recently lead the company to support scientific webinar series on Probiotics and Prebiotics prepared by the American Gastroenterological Association (AGA) and aimed at gastroenterologists and clinicians, and to create the Rosell Probiotics Challenge, a student competition that reward innovative research in the field of probiotics (<http://www.probioticschallenge.com>)

For more information about ***Microwarriors: The Power of Probiotics***, and to order a copy of the DVD, you can visit: <http://www.microwarriorsmovie.com/>

About Lallemand and Institut Rosell

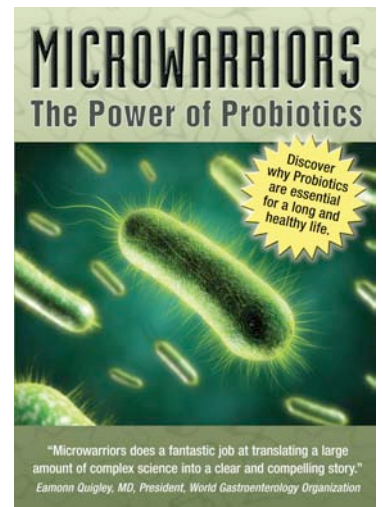
Lallemand Inc. is a privately owned Canadian company specializing in the development, production and marketing of yeast and bacteria, as well as other ingredients linked to these microorganisms or their markets. Institut Rosell has been part of the Lallemand Group since 1998. Today, it constitutes Lallemand's Human Health and Nutrition Division and is dedicated to the selection, development, production and marketing of probiotic formulations for the food and pharmaceutical industries. With extensive experience in the culturing and production of live microorganisms since 1932, Institut Rosell conducts advanced research programs aimed at better understanding the properties, functions and beneficial effects of these probiotic formulations on health. For more information, please visit www.institut-rosell-lallemand.com, or contact human@lallemand.com.

Contact:

Isabelle Champié
Deputy Manager / Global Marketing Director
Tel.: +33 (5)62 74 5555
Email: human@institut-rosell.com

Media Relations:

Sylvie Roquefeuil-Dedieu
Press Officer
Tel.: +33 (0) 6 84 72 76 10 (France)
Email: sroquefeuil-dedieu@rosell.com



Picture: Dr Brochu (left) and Dr Rosell (right), founders of Institut Rosell and pioneers in probiotics.