

FOR IMMEDIATE RELEASE

**Landmark Documentary Film Available at
Whole Foods Market Stores**

LOS ANGELES, CA – You’ve seen the commercials on television, you’ve read the articles in newspapers, and perhaps you’ve even considered trying them yourself.

Every day, millions of people all over the world are consuming probiotics in the form of capsules, pills, powders, and in foods and beverages. But what *exactly* are they and how do they benefit us?

Despite probiotics’ enormous popularity, few people are properly educated and many myths still exist surrounding them. The groundbreaking film, *Microwarriors: The Power of Probiotics* takes you “inside the world” of these beneficial bacteria. Viewers will learn everything about probiotics, from their discovery in the early 20th century to how they’re tested and produced, including the latest scientific research from some of the top probiotic experts in the world.

These experts will answer many of your most common questions:

- How effective are probiotics for digestive health?
- Can probiotics support your immune system and lessen allergy symptoms?
- Are all probiotic strains equally beneficial?
- How safe are probiotics for infants and children?
- Can probiotics help maintain your weight and prevent obesity?

You’ll find the answers to these questions and many others in this exciting new film.

“Microwarriors does a fantastic job at translating a large amount of complex science into a clear and compelling story.”

EAMONN QUIGLEY, M.D., PRESIDENT,
WORLD GASTROENTEROLOGY ORGANIZATION

“As a leading probiotic brand, Culturelle® strongly supports Microwarriors’ commitment to educating consumers on the latest science and benefits of Probiotics.”

MICHAEL PETSCHKE, SR. BRAND MANAGER,
CULTURELLE PROBIOTIC

“Whole Foods Market is very excited to be part of the launch of this dynamic DVD, Microwarriors: The Power of Probiotics. This film presents up-to-date scientific information that can be vitally important to one’s overall health and well-being.”

JEREMIAH MCELWEE, SR., WHOLE BODY COORDINATOR,
WHOLE FOODS MARKET

For more information, please visit our website at www.microwarriorsmovie.com.
To schedule an interview, please contact David Knight at 818-788-4905 or by email at microwarriorsmovie@sbcglobal.net