



**So Natural Foods Australia Limited  
ASX Release  
15<sup>th</sup> May 2006**

### **Yakult Announces Launch of Thorpedo in Japan**

So Natural Foods Australia Limited ('So Natural' ASX code: SNF) is pleased to announce details of the launch of the Thorpedo beverage product in Japan through our strategic partner Yakult Honsha Co ("Yakult").

The english text of the Japanese language press release from Yakult is summarized below.

# **Yakult**

**Press Release  
11<sup>th</sup> May 2006  
(English text of Japanese Language Version)**

### **Introducing Yakult's "Thorpedo," A Functional Beverage that Manages Your Physical Energy and Figure**

On May 30, Yakult Honsha Co., Ltd. (President, Sumiya Hori) will release nationwide a new functional beverage, "Thorpedo," which manages physical energy as well as the figure.

In December of last year, Yakult Honsha entered into a strategic licensing agreement with Thorpedo Foods, which owns the functional beverage brand "Thorpedo" launched by world-class swimmer Ian Thorpe, for the exclusive rights in Japan to the "Thorpedo" brand and for the use of Ian Thorpe's image for the development, manufacture, and sales of the beverage.

Based on the above agreement, Yakult Honsha adopted the basic concept of low GI (glycemic index) from the product, "Thorpedo water," which is currently being sold in Australia, and worked cooperatively with Ian Thorpe to develop a physical energy and figure management functional beverage with ingredients and taste appropriate to Japanese people's preferences.

According to a Yakult Honsha survey, consumers who are active on a daily basis exercise with the goal of maintaining and increasing their core strength and are interested in a diet which is healthy and helps them to maintain their figure.

Because of its Low GI feature, (GI score of 19), sugar is evenly absorbed after consumption and the body does not stop burning fat so it is able to efficiently use carbohydrates and fat as energy sources over a long period of time. With regard to taste, a less sweet, clean and refreshing taste was perfected. "Thorpedo" is of course great for sports, but with a focus on active and positive men and women in their 20s and 30s, it is also suitable for those with an active daily lifestyle.

Advertising activities for "Thorpedo" will be based on the full cooperation of the well recognized and highly respected Ian Thorpe and, along with his appearances with "Thorpedo," will be conducted through television, newspaper, and magazine advertisements, through a dedicated web site ([www.thorpedo.jp](http://www.thorpedo.jp)), and through promotion materials in stores, on vending machines, and distributed by Yakult Ladies with the purpose of concurrently developing early brand recognition and appeals for the new product concept of "Low GI."

In addition, from April of last year extending for four years, Yakult Honsha entered into an agreement with FINA (Fédération Internationale de Natacion) as an official partner, and based on that the official FINA logo will appear on the package design for "Thorpedo." Furthermore, "Thorpedo" is scheduled to be supplied to various international swimming competitions, starting with the Synchronized Swimming World Cup to be held in Yokohama in September of this year and the World Swimming Championships to be held in Melbourne, Australia in March 2007.

Through these intensive advertising activities, Yakult Honsha will strive to expand the sales of this sports functional beverage, and in fact the first year sales goal for "Thorpedo" is 3,500,000 cases.

**See below for an outline of the product's characteristics.**

## **Notes**

### **Product Characteristics**

1. A drink developed cooperatively by Yakult Honsha and world champion swimmer Ian Thorpe based on the knowledge and experience he has gained from his competitive lifestyle and body management.
2. Because of its Low GI feature (GI score of 19), when consumed during exercise or sport there is no stopping of the burning of fat so the body has the ability to efficiently use carbohydrates and fat as energy sources over a long period in addition to the replacement of fluids and minerals.
3. A isotonic drink for replacing the fluids and minerals lost during exercise with an osmotic pressure nearly equal to that of the body's fluids.
4. A drink which supports sustained good body condition through ornithine, an ingredient that promotes the metabolizing of ammonia, a causative agent of fatigue.
5. A low calorie drink with 18kcal per 100ml.

6. In order to be appropriate for use during exercise and sports, a less sweet, clean and refreshing taste was perfected.
7. Based on the use of Ian Thorpe's image on the package design, an appeal can be made to customers that the product was developed cooperatively with Ian Thorpe himself.

\* GI is an index that expresses the ability of sugar in food to be absorbed after consumption. When tested by the University of Sydney, the Thorpedo's GI rating was 19, and so it is considered to be a Low GI product whose sugar is slowly absorbed by the body. (In Australia, a product with a GI of 55 or less is considered to be "Low GI")

## Product Outline

1. Name:  
"Thorpedo"
2. Product classification (under the Food Sanitation Law)  
Soft drink
3. Raw Materials  
Fructose, kelp(Konbu) extract, sodium chloride, ornithine, citrate, flavour, calcium lactate, potassium chloride, sodium citrate, magnesium chloride, sucralose
4. Shelf Life  
PET bottle container: 240 days from date of manufacture and unopened at standard room temperature  
Paper container: 120 days from date of manufacture and unopened at standard room temperature  
Soft pouch container: 180 days from date of manufacture and unopened at standard room temperature
5. Container/Volume  
PET bottle container: 280ml and 500ml 6-cornered PET container with shrink label/plastic cap  
500ml 4-cornered PET container with shrink label/plastic cap  
Paper container: 250ml germ-free prisma-type paper container  
Soft pouch container: 300g soft pouch container with spout (straw portion)/cap
6. Packing Style  
PET containers: 24 bottles per one cardboard case  
Paper containers: 2 cardboard trays of 12 units each shrink-wrapped together to make a case of 24 units  
Soft pouch container: 30 units per one cardboard case
7. Recommended Retail Price  
PET container (280ml) : 115 yen (tax not included)  
" (500ml) : 140 yen (tax not included)

Paper containers : 100 yen (tax not included)  
Soft pouch container: : 110 yen (tax not included)

## Sales Method

1. Sales date  
May 30, 2006
2. Sales Area  
Country-wide
3. Sales Channels
  - (1) Store sales at supermarkets, convenience stores, etc.
  - (2) Vending machine sales
  - (3) Sales by Yakult Ladies to homes and offices.

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## About Yakult

Yakult marked its 70<sup>th</sup> anniversary in 2005. Its founder, Dr. Minoru Shirota, succeeded in strengthening and culturing a very powerful bacterium, *Lactobacillus Casei* strain. This bacterium, which is immune to the effects of gastric juices and bile, reaches the stomach alive and has various functions that have a positive impact on health. This discovery led to the creation of the 1<sup>st</sup> Yakult beverage and still lies at the core of Yakult's domestic and international success.

To the year ended 31 March 2005, Yakult reported operating income of approximately US\$169 million on net sales of around US\$2.3 billion.

Yakult embarked on a major international expansion programme in the 1990s and its core beverage is now widely available through 18 main companies in 26 countries and territories including Australia, USA, China, Europe, Korea, South East Asia and South America. Its international partners include Groupe Danone.

In Japan, delivery of Yakult products is via a direct sales force of approximately 50,000 'Yakult Ladies' based out of about 2,700 marketing offices, located throughout the country. In addition to in-home consumption, Yakult endeavours to have its products available at all times in a wide variety of places, such as factories, offices and other places of business; leisure facilities and hospitals; and transportation facilities. Yakult is widely available through supermarkets, bakeries, confectionaries and other small retailers, including shops in train stations.

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