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## EPAX AS TO DISCUSS COGNITIVE HEALTH TRENDS AT NUTRACON “BRAIN STORM” EVENT

AALESUND, NORWAY (March 04, 2010) - Marine-based omega-3 supplier EPAX AS confirmed today that Baldur Hjaltason, who oversees EPAX’s strategic business development, will be a featured speaker at Nutracon’s “Brain Storm” panel on Thursday, March 11 from 2 to 3:30 p.m. at the Hilton Anaheim in Anaheim, Calif. Hjaltason and the other members of the panel will discuss trends, science, marketability and credibility of ingredients in the cognitive health category.

“I look forward to participating in this Nutracon panel and sharing EPAX’s perspective on the cognitive health area,” said Hjaltason. “EPAX’s marine-based omega-3 concentrates are condition-specific with different EPA/DHA ratios depending on the health focus. The EPAX 1050 TG omega-3 concentrate with a high level of DHA fatty acids has demonstrated an effect on age-related memory decline. The OmegAD Study at the Karolinska Institute in Sweden used these EPAX concentrates and was the first clinical intervention study on patients with Alzheimer’s Dementia (AD) given a DHA preparation.”

### **About EPAX AS**

EPAX AS is headquartered in Aalesund with a global sales office in Lysaker/Oslo, Norway. Its production facility in Aalesund is GMP-approved by the Norwegian Medicines Agency for the manufacturing of API products. The company’s operation is certified by Friends of the SEA (FOS) to have a documented sustainable operation - from the fish harvesting in Peru to its finished omega-3 ingredients in Norway. EPAX is vertically integrated and part of the Austevoll Seafood ASA group - a global pelagic fishery specialist with operations in Chile, Norway and Peru ([www.auss.no](http://www.auss.no)).

For further information on EPAX AS, its products or clinical studies visit [www.epax.com](http://www.epax.com) or contact marketing manager Gunilla Traberg at [gunilla.traberg@epax.com](mailto:gunilla.traberg@epax.com).

**About Nutracon**

Nutracon is the premier education and networking conference for the health and nutrition industry. The conference provides relevant insights for innovation based on science and technology, case studies and market intelligence. Attendees gain an understanding of the impact of “next generation” ingredients, emerging markets, consumer trend data and regulatory constraints. Nutracon, being held March 10 - 11, 2010 at the Hilton Anaheim, is co-located with SupplyExpo and Natural Products Expo West. For more information visit [www.nutraconference.com](http://www.nutraconference.com).

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