



Contact: Rachel Kay

(619) 867-7353

[Rachel@rkpr.net](mailto:Rachel@rkpr.net)

For Immediate Release

## **Coromega® Hits Store Shelves with Fresh New Look**

*One-of-a-Kind Omega-3 Squeeze Packet Offers Same Superior Absorption with Mouth-Watering New Packaging Design*

Vista, Calif. (Sept. 16, 2008) – Premier supplements maker Coromega® today unveiled a new look for its revolutionary Omega-3 Squeeze, a portable, single-dose packet that is clinically proven to deliver 300 percent better absorption than softgels.\* Coromega’s packaging was redesigned to highlight the supplement’s great-tasting fruit flavor, which makes getting a daily dose of Omega-3s simple and enjoyable, without the unpleasant fishy after-taste often experienced with capsules.

“Everyone wants to get more Omega-3 in their diets, but the primary complaint most consumers have about taking Omega-3 supplements is the lingering fishy taste,” said Frank Morley, president and COO of Coromega. “We felt it was critical to emphasize the scrumptious flavor of our Omega-3 Squeeze packets, with a unique formula that eliminates fish taste and burps. Our new packaging does an excellent job of conveying this message. It is important for people to know there is a great-tasting option available that offers all the benefits of Omega-3 and our new packaging will help us better express this concept to our customers.”

Coromega Omega-3 Squeeze is a patented, emulsified form of Omega-3 fatty acids, including EPA and DHA. Available in three creamy and delicious flavors including Orange, Chocolate Orange, and Lemon-Lime, Coromega Omega-3 Squeeze comes in single-dose packets similar to a sports gel. Perfect for those looking to avoid fishy flavor or for those who don’t like taking pills, each squeeze packet contains 2,000 mg of fish oil, with the NIH

recommended daily dose of 650mg Omega-3s, including 350 mg EPA to promote heart health and 230 mg DHA to encourage strong mental focus. Coromega Omega-3 Squeeze comes in boxes of 30 or 90 squeeze packets and tastes delicious in smoothies, added to yogurt, or taken straight from the packet. Packaged in convenient daily-dose pouches, the tasty, nutrient-rich mixture stays fresh until it's opened and is perfect for the purse, briefcase or backpack, unlike traditional softgels.

Coromega products are available nationally at health food and vitamin retailers including Whole Foods, GNC, Vitamin Shoppe, and Vitamin World, at grocery stores such as Albertson's and Publix, and numerous online retailers including Amazon, Vitacost, iHerb and is now being distributed in Canada by Purity Life Health Products. For more information about Coromega, please call (877) 275-3725 or visit [www.Coromega.com](http://www.Coromega.com).

### **About Coromega**

Originally formulated by a Norwegian scientist searching for a way to encourage his granddaughter to take her daily dose of fish oil, Coromega was developed after more than 10 years of experimenting and trial and error. The delicious and innovative emulsion technology gained a United States patent in the early 1990s, and in 1998 Coromega was launched. Today, the Company manufactures a number of supplements, including Coromega Healthy Heart, Coromega CoQ10, Coromega Child Brain and Body and Coromega Gummy Fruits. For more information, visit [www.Coromega.com](http://www.Coromega.com).

\* Source: AOCS Press, Coromega Bioavailability Study

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