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For Immediate Release

Coromega® Makes Taking Omega-3s a “Roaring” Good Time for Kids

Supplement Company Introduces New Orange Flavor and Animal-Inspired Packaging for Coromega Kids Omega3 Squeeze

Vista, Calif. (September 23, 2009) – Premier supplements maker Coromega® today unveiled a delicious new orange flavor and a fun new look to its revolutionary Omega3 Squeeze supplement for children. Coromega’s new children’s packaging has taken on a “jungle” theme and was redesigned to make taking omega-3 supplements a fun and enjoyable activity for young kids.

“Omega-3s provide countless health benefits but unfortunately many children have an aversion to vitamins and supplements,” said Frank Morley, president and COO of Coromega. “Coromega aims to engage children in the world of healthy living by helping them reap the health benefits of omega-3s while at the same time making it a pleasant and tasty process.”

The packaging for the redesigned line features a tiger cub for the newly-launched orange flavor, and a frog for the lemon-lime flavor. Coromega wanted the new children’s packaging to reflect its fun squeeze delivery system that kids love. Kids can enjoy Coromega in many ways including taking it straight from the packet, mixing it into yogurt or smoothies, and even using it as a topping for ice cream. The company has also updated its Web site to offer kids free coloring pages and downloadable animal masks to print and wear, hoping to connect with kids in a health-conscious environment.

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The omega-3 in Coromega's innovative emulsified Omega3 Squeeze supplement has proven to be 300 percent better absorbed than in softgel form. Coromega Kids Omega3 Squeeze is perfect for kids who dislike fish or don't like taking pills. Each squeeze packet contains 850 mg of fish oil and a daily dose of 284mg omega-3s, including 200 mg of DHA to support healthy brain and body development. DHA is critical to the healthy development of a child's brain, eyes and heart, and promotes overall growth and development.

Coromega is available nationally at health food and vitamin retailers, grocery stores, maternity stores, and at numerous online retailers. For more information about Coromega, please call (877) 275-3725 or visit 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 1999 Coromega was launched.

Today, the Company manufactures a number of supplements, including Coromega Omega3 Squeeze, Coromega Healthy Heart, Coromega CoQ10, Coromega Prenatal OmegaBaby, Coromega Kids Omega3 Squeeze and Coromega Kids Gummy Fruits. For more information, visit www.coromega.com.

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