

April 17, 2012

SBI Holdings, Inc.

SBI ALApromo Co., Ltd.

NatuALA-Bio, NatuALA-BCAA and ALA Plus Cosmetics
Win Gold and Silver Awards at Monde Selection 2012

SBI ALApromo (head office: Minato-ku, Tokyo; CEO: Yasushi Takezaki; hereinafter “the Company”), a subsidiary of SBI Holdings, manufactures and sells cosmetics and health foods that contain 5-aminolevulinic acid (5-ALA)¹. We would like to announce that NatuALA-Bio and NatuALA-BCAA, health foods the Company sells, won Gold Award in the Food Supplements Category at Monde Selection 2012², as well as ALAplus Essential Lotion and ALAplus Moisturizing Cream won the silver award in the Facial Products Category.

5-ALA is one of the amino acids that exist in a living organism and is essential to breathing and energy production. It is known that the amount of 5-ALA we have decreases as we get older. The Company sells health foods and cosmetics that contain 5-ALA to help people efficiently take in 5-ALA. These products are widely supported by various customers.

Our health foods and cosmetics that contain 5-ALA received the awards shown below at Monde Selection 2012; these products are available at the Company’s official online shop, “ALA Online” (<http://www.5-ala.jp/shop/>).

The Company continues to provide 5-ALA products to as many customers as possible with the mission to realize people’s healthy and fulfilling life.



Gold Awards at Monde Selection in the “Food Supplements Category”



<Product name> “NatuALA-Bio”

<Price> 5,980yen (incl. tax)

<Volume> 180 tablets

<About the product>

NatuALA-Bio is a beauty supplement designed with the concept of “healthy and beautiful”. NatuALA-Bio contains materials that include a copious amount of 5-ALA produced via fermentation techniques, and biotin, a water-soluble vitamin. Biotin is a nutrient that helps skin and mucous membrane to stay healthy. NatuALA-Bio helps you to stay young and beautiful with 5-ALA and biotin.



<Product name> “NatuALA-BCAA”

<Price> 6,980 yen (incl. tax)

<Volume> 90 tablets

< About the product > NatuALA-BCAA is a lifestyle-support supplement designed with the concept of “more power to exercise”. NatuALA-BCAA contains materials that include a copious amount of 5-ALA (5-Aminolevulinic acid) produced via fermentation techniques and essential branched chain amino acids (BCAAs) (valine,leucine and isoleucine). It helps you take comfortable exercise in your daily life with 5-ALA and BCAA.



Silver Awards at Monde Selection in “the Facial Products Category”



<Product name> “ALAPlus Essential Lotion”

<Price> 8,400 yen (incl. tax)

<Volume> 150ml

< About the product > ALAPlus Essential Lotion is a moisturizing lotion that contains aminolevulinic acid-phosphoric acid as a moisturizing ingredient. It keeps skin moist by adjusting water environment of skin, thereby making the skin soft and smooth.



<Product name> “ALAPlus Moisturizing Cream”

<Price> 18,900 yen (incl. tax)

<Net weight 30g

< About the product > ALAPlus Moisturizing Cream is a moisturizing cream that contains containsaminolevulinic acid-phosphoric acid as a moisturizing ingredient. It gives luxurious moisture to skin, thereby making it fresh, moist, plump and elastic.

*1 About 5-aminolevulinic acid (ALA): An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants.

*2 About Monde Selection: Founded in 1961 in Brussels, Belgium, Monde Selection is an international evaluation organization that tests the qualities of different consumer products. An independent professional jury group that consists of over 70 professionals impartially evaluates products.

For further information, please contact:

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