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## NEWS RELEASE

**For Immediate Release:**

December 13, 2010

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### **Chemi Nutra to Use QR-Codes for Future Advertisements**

Chemi Nutra has announced they will feature QR-codes in all advertisements starting in 2011. QR-codes are similar to barcodes; they store information in two-dimensional space. However, instead of a series of vertical lines, QR-codes use tiny squares that are composed both horizontally and vertically. Special software and applications on smartphones are able to read the encoded data and trigger an action such as launching a website; thus connecting traditional print media to web media.

“QR-codes are still in their infancy in America”, said Chase Hagerman, business development and marketing manager of Chemi Nutra. He continued, “As a manufacturer of innovative ingredients, we are excited to utilize this technology - to stay in the forefront of the nutrition industry.”

Chemi Nutra is the US business unit of parent company Chemi S.p.A., a privately held pharmaceutical and nutraceutical company based in Milan, Italy. Chemi, with cGMP certified manufacturing facilities in Italy and Brazil, is best known in the US nutritional arena for its introduction of phosphatidylserine (PS), the popular dietary supplement which has been granted two qualified health claims by the FDA, and is used to retain and enhance mental performance, benefit exercise performance, support youthful wellbeing, and reduce stress.

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Chemi Nutra

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