



October 2nd 2003

Company Announcements Office  
Australian Stock Exchange Ltd (ASX)  
4<sup>th</sup> Floor, 20 Bridge Street  
SYDNEY NSW 2000

Dear Sir/ Madam

Please find herewith a company announcement “**Korean Product Launch**” for release and distribution to the market immediately.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Conor Graham', written in a cursive style.

CONOR GRAHAM

**Managing Director & CEO**



## **KOREAN PRODUCT LAUNCH**

Anadis is pleased to announce a milestone event in our “Nutaceuticals to Asia” marketing campaign. After twenty four months of negotiating with the South Korean Food and Drug Administration to gain import registration, Anadis can now market and distribute a range of flavoured colostrum fortified powders into the South Korean market. The first shipment was despatched today to our appointed South Korean distributor in Seoul. Anadis is anticipating follow through orders after the initial product launch due to commence over the next few weeks.

Anadis’ appointed distributor had specifically requested Anadis to develop a unique formula that would provide significant general health benefits to the Korean people – “We can’t have the type of healthy life style enjoyed by Australians but we can take products that make us very healthy”

The “Colostrum Plus” range developed for South Korea comes in 500 gram containers in a variety of flavours. The product can be added to water, milk, soya milk or fruit juices to provide a healthy drink to a wide range of consumers; children, athletes, elderly people and convalescents.

The product is Anadis branded and also has an emblem indicating the Australian origin of the product. Health products of Australian origin are highly regarded in the Asian market.

The “Colostrum Plus” product range will be marketed and distributed via retail outlets, direct marketing and through on-line shopping which enjoys great popularity in South Korea.

Strong interest is now being shown into this and other Anadis health products by other Asian countries. Negotiations are now currently underway with a number of other interested companies.

For further information contact Mr. Steven Skorobogaty – General Manager Commercial or Anadis’ newly appointed Investor Relations Officer Mr. Arie Nudel