

**Press Release**  
**For Immediate Release**  
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(February 4, 2010) IFP, Inc. (Innovative Food Processors) is pleased to announce Mr. Peter Holocher as Director of Business Development for IFP, Inc. This newly created position is an outgrowth of successful innovation initiatives spearheaded by IFP under Mr. Holocher's leadership. His focus will be on the development of trend-forward powder product concepts, turnkey commercialization services for major consumer packaged good companies, and industry partnerships to drive advancements in the functional beverage and nutrition industry.

Mr. Holocher's 20 years of commercialization experience includes ingredient brand startup, product design, and international business development combined with powder technology expertise. His role will be multi-faceted; interacting with IFP's commercialization and sales teams and a large external network of ingredient suppliers, formulation consultancies, and flavor houses to create and design commercial concepts that use novel technologies and meet new consumer demands.

"I am very pleased to lead IFP'S Business Development Initiative in such a dynamic setting!" said Mr. Holocher, "IFP is a very unique commercialization firm in that it develops and maximizes external collaboration to create transformational new products, brands and businesses for our clients. By merging strategic insight, technical expertise, commercial acumen, and creativity we build tangible solutions for our clients' most important innovation opportunities."

Mr. Holocher leads IFP's successful shelf-stable probiotic initiative. He is working with industry leaders to formulate and design finished probiotic concepts with excellent product characteristics, consumer appeal and scientifically validated stability. Recent partnerships with Danisco and GTC Nutrition have led to retail-ready probiotic powder beverage concepts using IFP's advanced agglomeration and packaging technologies to enhance shelf-stability.

*IFP, Inc. develops, commercializes, and manufactures powder products that provide benefits beyond basic nutrition. They specialize in functional beverages, sports/nutrition supplements and medical foods containing high value ingredients such as fibers and prebiotics, anti-oxidants, probiotics, natural sweeteners, vitamins, minerals and amino acids.*

For more information on IFP, inc. visit <http://www.ifpinc.biz>