



NEWS RELEASE

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Cerilliant Announces Partnership with PureCircle for the Development and Supply of Certified Reference Materials for Stevia Based Sweeteners

ROUND ROCK, TEXAS – March 4, 2009 - Cerilliant Corporation announces that it is partnering with PureCircle (Florham Park, New Jersey) for the development and global supply of Certified Reference Materials manufactured and certified to ISO Guide 34 guidelines and validated analytical methods for stevia based sweeteners. This will provide food and beverage companies the necessary quality standards and support to ensure the safety of consumer products using stevia based ingredients.

In December 2008, the Food and Drug Administration (FDA) issued a no objection letter with respect to use of high-purity Rebaudioside-A (“Reb-A”), also known as PureVia™, for use in mainstream beverages, foods, and tabletop sweeteners – thereby providing “GRAS” (generally recognized as safe) status and opening the door for its use in consumer products. Top food and beverage manufacturers are actively developing products containing Reb-A based sweeteners to provide consumers with healthier and more palatable options.

PureCircle and Cerilliant have partnered to ensure that high quality food and beverage manufacturers have reliable analytical tools which are necessary to verify the identity and purity of stevia raw materials, and ultimately that products containing Reb-A, are safe, consistent, and not adulterated.

Cerilliant CEO, Sherri Pogue, stated “We are very excited to partner with PureCircle to bring high quality Certified Reference Materials of Reb-A and related compounds to market. PureCircle’s reputation for quality blends well with our philosophy of providing only high quality products and services. Cerilliant’s accreditation to ISO Guide 34 and ISO/IEC 17025 as well as certification to ISO 9001:2000 and manufacturing to cGMP standards provides assurance that Certified Reference Materials from Cerilliant are produced and tested to the highest industry standards and are suitable for use in demanding applications and across international borders. Reference materials play a very important role in ensuring product quality and safety – inaccuracy in the reference can lead to inaccurate results. We have been supporting the forensic, clinical, and pharmaceutical industries for many years – industries that recognize and demand the highest quality. We are pleased to bring our expertise in the development and certification of high quality reference materials to the food and beverage industry. We take pride in the part we will play in ensuring products that contain Reb-A as a sweetener are safe and not adulterated – food and beverage manufacturers can have confidence in products produced by Cerilliant.”

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"We are delighted to announce this partnership," said Jordi Ferre, General Manager of PureCircle USA." Innovation activity has been intense following FDA GRAS in December. As the world's largest producer of Reb-A, it is important for companies using our ingredients to use validated analytical methods and high quality reference materials to determine that Reb-A containing products meet requirements for food use. Cerilliant, a well-known provider of high quality reference materials, can provide this independent expertise as well as an extensive range of certified stevia reference standards."

About Cerilliant

Cerilliant Corporation, located in Round Rock, Texas, is a global leader in providing analytical reference standards to the analytical testing community. The company has been providing certified reference materials almost 30 years. Cerilliant offers more than 3,400 catalog products and a full range of custom products and services that address the stringent and complex requirements of the forensic/toxicology, diagnostic/clinical, environmental, natural products, and pharmaceutical industries. Cerilliant sustains a modern, robust quality system which incorporates cGMP, GLP, and ISO requirements. We are accredited to ISO Guide 34 and ISO/IEC 17025 and certified to ISO 9001:2000. For more information about the company, please visit www.cerilliant.com.

About PureCircle

PureCircle (LSE:PURE) is the world's leading producer of high-purity Rebaudioside A (Reb A), with a vertically integrated supply chain operating in three continents. PureCircle markets a range of natural sweeteners internationally. Activities range from the sourcing of dry stevia leaves and extraction, refining of high-purity Reb A into sweeteners and marketing of these sweeteners to food and beverage manufacturers worldwide For more information about the company please visit. www.purecircle.com.

Forward-Looking Statements

Any statements that are not historical facts contained in this release are forward-looking statements. Actual results may differ materially from those projected or implied in any forward-looking statements. Such statements involve risks and uncertainties, including but not limited to those relating to product and customer demand, market acceptance of our products, the effect of economic conditions both nationally and internationally, ability to protect our intellectual property rights, impact of any litigation or infringement actions brought against us, competition from other providers and products, risks in product development, our ability to raise capital to fund continuing operations, the ability to complete transactions, and other factors discussed from time to time in the Company's Securities and Exchange Commission filings. The Company undertakes no obligation to update or revise any forward-looking statement for events or circumstances after the date on which such statement is made except as required by law.

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