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PRESS RELEASE  
August 4, 2010

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### **Mane's Monomethyl Succinate Patents Affirmed by U.S. Patent Office, Rejecting IFF's Validity Challenge**

LE BAR-SUR-LOUP, FRANCE, August 4, 2010 – Mane is pleased to announce that the U.S. Patent Office has recently confirmed the validity of all claims of its U.S. Patents Nos. 5,725,865 and 5,843,466 which cover the use of Monomethyl Succinate (MMS) as a cooling additive in food and beverage products. This confirmation rejects a petition for reexamination filed by International Flavors and Fragrances, Inc.

This result is particularly gratifying as it reinforces Mane's position as a leading innovator in the flavor and fragrance industry. Mane continues to vigorously pursue its claims for damages and injunctive relief for willful patent infringement, false advertising, unfair competition, and tortious interference against International Flavors and Fragrances, Inc. in the United States District Court for the District of New Jersey.

MMS, which Mane has successfully commercialized under the trademark **Physcool®**, gives a sensory effect of perceived cooling during and after use in flavored products. It can be used in a wide range of product categories (e.g. drinks, gum, candy, toothpaste, cosmetics) and has proven stability and versatility. Mane enjoys patent protection in a great many countries and MMS's sensorial effects are well accepted by consumers worldwide.

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