



**FOR IMMEDIATE RELEASE**  
March 9, 2011

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## **DOUGLAS LABORATORIES® INTRODUCES EZ SWALLOW COATING TECHNOLOGY**

**PITTSBURGH, PA** – Douglas Laboratories, known for its legacy of innovation, is proud to introduce yet another industry first in its already best-in-class multivitamin product line: Ultra Preventive® EZ. Now, its most comprehensive multivitamin and mineral supplement to date utilizes an exclusive easy (EZ) swallow coating technology.

Like Douglas Laboratories' trusted 5-Star Gold-Rated Ultra Preventive® X, Ultra Preventive EZ has been created with a special green food base and includes a variety of organic fruits and vegetables, as well as carefully formulated vitamins, minerals, trace elements and nutrients, vitamin D and Metafolin®, the body's preferred form of readily bioavailable folate.

The difference is Ultra Preventive EZ's unique easy-to-swallow form, available only from Douglas Laboratories. It is smaller in size and contains a naturally vanilla-flavored coating, making swallowing this packed multivitamin easy and pleasant.

"We are extremely excited to bring Ultra Preventive EZ to market. I believe patients will love and actually request this multivitamin and mineral supplement because it provides them with the same best-in-class benefits they've come to expect from Douglas products, but now in an easy-to-swallow pill," said Doug Lioon, Executive Chairman. "Healthcare practitioners can confidently recommend it to more of their patients, especially those who typically have difficulty swallowing larger pills—proving that once again, you can trust Douglas Laboratories to be an integral part of your patients' total health care approach."

Ultra Preventive EZ is now available to healthcare practitioners exclusively through Douglas Laboratories. For more information on Ultra Preventive EZ, visit [www.douglaslabs.com](http://www.douglaslabs.com).

*Metafolin® is a registered trademark of Merck, KGaA, Darmstadt, Germany.*

### **ABOUT DOUGLAS LABORATORIES**

Subsidiary of Atrium Innovations Inc. [TSX: ATB], Douglas Laboratories, the trusted choice of thousands of healthcare professionals for more than 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Recognized throughout the industry for its uncompromising operational practices at its state-of-the-art, GMP-compliant manufacturing facilities, Douglas Laboratories continues to provide the added insurance of multiple domestic and international GMP certifications, including ISO-9001 certification and ISO-17025 accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories currently offers more than 600 branded products, introducing new products on a continuous basis. Working with an experienced research staff of PhDs and a prestigious medical advisory board, Douglas Laboratories is committed to bringing innovative, science-based products to the marketplace. Douglas Laboratories distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, visit [www.douglaslabs.com](http://www.douglaslabs.com).

### **ABOUT ATRIUM INNOVATIONS (TSX: ATB)**

Atrium Innovations Inc. is a globally recognized leader in the innovation, formulation, production and commercialization of science-based and professionally endorsed products for the health & nutrition industry. The company focuses primarily on growing segments of the health and nutrition markets, which are benefiting from the trends towards healthy living and the aging of the population. Atrium markets a broad portfolio of finished products through its highly specialized sales and marketing network in more than 35 countries, primarily in North America and Europe. Atrium has more than 925 employees and operates seven manufacturing facilities. Additional information about Atrium is available on its website at [www.atrium-innovations.com](http://www.atrium-innovations.com).



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