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**HEARTLAND FOOD PRODUCTS GROUP ANNOUNCES MILESTONE
BREAKTHROUGH FOR SUCRALOSE PRODUCTION**

Proprietary Technology will allow for cleaner, more efficient production

INDIANAPOLIS December 11, 2013 - Heartland Food Products Group, one of world's leading producers and marketers of zero calorie sweeteners and liquid water enhancers for consumer markets and its sister corporation Lexington Pharmaceuticals announce a breakthrough in sucralose manufacturing technology. Sucralose is the high intensity sweetener frequently sold in the tabletop market in yellow packets. Lexington is in final phase to receive patents from the United States Patent and Trademark Office and is working with process engineers to design a plant dedicated to this new technology.

Heartland is also currently engaged in a search for partners in this manufacturing venture focused on favorable sites in both the U.S. and Asia.

Current sucralose manufacturing, even by the most advanced manufacturers, requires temperatures which force degradation of the material and do not allow for any recycling of the large amount of unusable reaction mixture. The new technology does not require high temperature and allows robust recycling of any unused intermediate material and further recycling of the other reaction compounds-increasing reported yields by up to 40% with the same amount of component input.

“We have invested heavily in this research over the past 10 years. We have perfected the technology and are ready for commercialization,” said Ted Gelov CEO of Heartland Food Products Group. “Sucralose is made from sugar and with this process the usable conversion of sugar to sucralose is increased significantly “ stated W. Randal Erickson, PhD Lexington Pharmaceuticals.