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### **Triarco Introduces Rhodavin™**

WAYNE, New Jersey – Monday, July 12, 2004 -- Today Triarco Industries introduced its new Rhodiola Rosea Extracts, Rhodavin™ Gold and Rhodavin™ V. While both extracts are true Rhodiola Rosea, they differ from each other in their potency. Rhodavin™ Gold contains 3% Rosavins and Rhodavin™ V is a 5% Rosavins product extracted solely with water. The roots used in both extracts come from Russia which is believed to be the only place where true Rhodiola Rosea is known to grow.

With the release by Rodale Publishing of the latest Rhodiola book entitled "The Rhodiola Revolution", demand for the true Rhodiola Rosea is expected to grow dramatically. "We are excited by the prospects Rhodiola Rosea brings, and we believe we are uniquely positioned to supply The Right Rhodiola™", said Rodger Rohde, Jr., president of Triarco.

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