

Former Assistant U.S. Surgeon General Dr Roscoe Moore Named Director of New U.S. Subsidiary of Holista CollTech Limited (HCT); Delaware-Based LiteFood Inc To Market Unique Enhancing Products To Fast And Processed Foods Industries

Dr Roscoe M. Moore Jr, United States Assistant Surgeon General (Retired), and a highly regarded public health expert, has a 3% shareholding in the Group's subsidiary, LiteFood Inc. and has agreed to serve as Senior Advisor to this newly incorporated U.S. subsidiary.

HCT, a food technology company with operations in Australia and Asia holds a 74% stake in Delaware-based LiteFood Inc., with the balance held by United States based investors including Dr Moore, who has authored and co-authored over 100 published articles in the fields of public health research, health care services, and the epidemiology of disease transmission in both human and animal populations.

Dr. Moore received both the Bachelor's and Doctor of Veterinary Medicine degrees from Tuskegee University, and the honorary Doctor of Science in 1990. He also holds the Master of Public Health degree in Epidemiology from the University of Michigan and the Ph.D. degree in Epidemiology from Johns Hopkins University. Dr. Moore is a Fellow of the American College of Epidemiology and a life-member of the Delta Omega, the Honorary Society in Public Health.

Dr. Moore served as the Chief Epidemiologist with the Centres of Devices and Radiological Health in the US Food and Drug Administration (FDA) along with other senior-level positions within the US Public Health Service, and most recently, the Immediate Office of the US Secretary of Health and Human Services. Dr. Moore retired with the rank of Rear Admiral which for a period of time made him the highest ranking veterinarian in all of the Uniformed Services of the United States, including the US Military Services.

His distinguished public service career started with the National Institutes of Health (NIH) in 1970. His international experience includes professional activities in Sub-Saharan Africa, Vietnam, Indonesia, Malaysia, Israel, Switzerland, the former Yugoslavia, Poland, Mexico, China, and Canada.

Litefood has and will market four unique food processes and ingredients to the multi-billion dollar processed and fast food industries. The four products, all sourced from natural ingredients, have been scientifically proven to provide health benefits.

American health experts have warned that excessive intake of salt, sugar and fats through fast foods and processed foods is triggering an epidemic of obesity, heart disease and other health issues. An even more worrying trend is developing among children:

- Low-Fat potato chips – The ingredients and processes can reduce the absorption of fat when cooking potato fries by up to 40%. Holista has repeatedly demonstrated in studies that while the “fat pull” is reduced, the chips are crispier, less oily and have lower calorie content. Apart from being a staple at many fast-food meals, the global potato chips market is estimated at \$16.4 billion representing 35.5% of worldwide savoury snacks consumption.
- Low Sodium salt – This process enables the production of healthier, low sodium products that do not compromise taste and consumer acceptance. This low sodium salt, uses natural ingredients and blunts the usual “metallic after taste” common now in potassium-based substitutes.
- Low-GI bread – Glycemic Index (GI) measures the effects of carbohydrates (such as bread, hamburger buns or pizzas) on blood sugar levels. This process enables a 40% reduction in the GI of bread without having any effect on taste, texture and aroma.
- Low-Calorie sugar – Holista has also recently acquired rights for sweetener that is fully derived from sugar. It is equally sweet to sugar yet with only 80 of the calories and 10 less than the comparable amount of sugar.

These products and processes are natural and would not need further approval of the United States Food and Drug Administration. HCT, which owns 14 food and health-related patents, has completed R&D for all four products and processes and then validated the results in leading Australian Universities such as University of Sydney and University of Western Australia.

“America invented processed and fast foods and many of the top global brands are based in the USA. Obesity, diabetes and cardiovascular diseases are increasingly being attributed to the prevalence of processed and fast-foods. There is huge pressure to reduce the unhealthy aspects of these foods to prevent a health epidemic,” HCT’s CEO, Dr Rajen M said.

“HCT has four proven and proprietary solutions which can provide a holistic solution to the problem. We are pleased to have Dr Roscoe Moore as our shareholder. His immense experience and strong standing as a public health expert will be critical in helping LiteFoods convince the industry leaders of the efficacy of our solution,” he added.

“The United States is the ground zero of global fast food industry in terms of business and innovations, as well as regulation. The food industry is constantly looking for healthful solutions. The recent announcement of lower fat fries by Burger King Corporation and the amazing consumer response, as measured by increased sales, shows how much need there is by the American people to seek a healthier dietary intake whenever possible. To that end, this joint venture and the natural and cost effective solutions it offers is the right move, and I am happy to be part of it” said Dr Moore.