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News Release

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DOG CANCER SUPPLEMENT COMPANY WINS

2008 HAWAII ENTREPRENEUR INVESTOR PITCH COMPETITION

HONOLULU, NOVEMBER 20, 2008: James Jacobson of Maui-based Functional Nutriments, LLC was the first place winner of the 2008 Hawaii Entrepreneur Investor Pitch Competition which was held on November 19 in Honolulu at the Plaza Club.

Sponsored by Enterprise Honolulu, HiBEAM, and the High Technology Development Corporation, the three-judge panel consisting of seasoned venture capitalists awarded Jacobson a \$2,000 prize.

Functional Nutriments, a Maui-based nutraceutical company is addressing the growing problem of canine cancer with an all-natural nutritional supplement that is currently in clinical trials.

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Cancer is the leading killer of dogs in Hawaii and throughout the United States. One in three dogs will get cancer. In some popular breeds such as golden retrievers, 75% of those dogs will die of cancer.

Mark Ritchie, of Enterprise Honolulu said, "It was great that Functional Nutriments, a company doing leading edge cancer research here in Hawaii, was able to benefit from participating in the Hawaii Entrepreneur Investor Pitch Competition."

"Jacobson's pitch was compelling to the audience and judges because of the impressive science as well as the heart-string appeal of helping dogs with cancer," said Rachael Ogdie, executive director of HiBEAM, one of the organizers of the contest.

Jacobson and Dr. Demian Dressler, DVM are co-founders of Functional Nutriments. The clinical trails are currently being conducted on dogs with cancer at Dr. Dressler's South Shore Veterinary Hospital in Kihei, Hawaii.

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