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CRN PARTICIPATES IN NUTRACON FOR SECOND CONSECUTIVE YEAR

WASHINGTON, D.C., *October 21, 2009* — The Council for Responsible Nutrition today announced Andrew Shao, Ph.D., vice president, scientific and regulatory affairs, CRN, has been selected by conference organizers to Chair the Antioxidant Science track for Nutracon 2010, taking place March 10-11, 2010 in Anaheim, Calif. Dr. Shao chaired last year's track on New Developments in Vitamins and Minerals at Nutracon 2009, which was attended by 400 industry participants.

The Antioxidant Science track is one of six tracks taking place at Nutracon 2010 and will feature leading experts from UCLA, UC Davis, Tufts University, Texas A&M University, University of Alabama and Harvard University. Other tracks include Weight Management & Obesity, New Developments in Botanicals and Extracts, Healthy Aging, Mainstreaming of Natural Sweeteners and Healthy Oils.

“The agenda for the Antioxidant Science track was developed with an eye toward bringing highly respected researchers and industry together for thought-provoking discourse on the current state of antioxidant research and areas for improvement for future research. The speakers will examine the strengths and limitations of the research on superfruit antioxidants, as well as the traditional nutrient antioxidants, and how future research can be optimized to inform policy decisions,” said Dr. Shao. “It’s important that our industry critically evaluates the science behind our products taking into account different perspectives, and CRN’s Day of Science—*The Workshop*—has gained that kind of reputation. I’m looking to do the same thing with my development of this track for Nutracon. I’m very pleased to have been asked to participate again.”

Registration for the event is now open. Nutracon is a product of New Hope Natural Media, a CRN Associate Member. For more information visit [Nutracon’s website](#).

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Note to Editor: The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement manufacturers and ingredient suppliers. In addition to complying with a host of federal and state regulations governing dietary supplements in the areas of manufacturing, marketing, quality control and safety, our 70+ manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as CRN's Code of Ethics. Visit www.crnusa.org.

About Penton Media

Nutracon is a conference for innovation in the health and nutrition industry and a product of Penton Media's Lifestyle Group. As a leading, independent, business-to-business media company, Penton knows business and how to create and disseminate the vital content that moves markets. Penton serves the information needs of more than six million business professionals every month in industries ranging from Agriculture and Aviation to Electronics, Natural Products, and Information Technology. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information on the company and its businesses, visit www.penton.com.