



MEDIA RELEASE

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World-leading bacteriophage technology enlisted in fight against Psa

As part of the global research and development programme into the kiwifruit vine killing disease Psa, ZESPRI has formed a partnership with world-leading bacteriophage producer Utah-based OmniLytics Incorporated.

Bacteriophage (phage) are viruses that infect and kill bacteria. As the natural predator to bacteria, phage are found in almost every environment in nature, including within the food we eat and the water we drink.

OmniLytics is the world-leader in phage technology, especially in the control of plant pathogens in horticultural crops. This includes developing phage-based solutions for bacterial disease in tomatoes, peppers, lettuce, cabbage, melons, strawberry, apples, pears, citrus and ornamentals.

OmniLytics CEO, Justin Reber, said his company feels the sense of urgency from the kiwifruit industry to develop a solution to Psa.

"We are moving forward with urgency on this project to help provide the kiwifruit industry with a viable, long-term bacterial control solution," Mr Reber said.

"Our relationship with ZESPRI is a perfect illustration of OmniLytics' partnering strategy to team with 'world leaders' in their respective markets with a goal to jointly develop and commercialize innovative bacteriophage solutions."

ZESPRI's Innovation Manager Bryan Parkes said the partnership with OmniLytics is an example of the global scope of the research and development programme underway into Psa, which is being led by ZESPRI in coordination with Kiwifruit Vine Health.

Mr Parkes said as a biological control phage are non-toxic to humans, plants and animals, leave no residues and are perfectly safe with no harmful side effects. This is a tremendous advantage when it comes to worker re-entry into the fields, through packaging of the produce and all the way down to end-user consumption.

In addition, phage have proven to be highly effective in the field to control some plant bacterial diseases and are relatively inexpensive to produce. It was for these reasons that the development of a biological control using Psa-specific phage is being explored for the control of Psa-V.

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For more information or to coordinate an interview, please contact:

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About ZESPRI Group Ltd

With sales revenues of \$1.5 billion, ZESPRI is the world's most successful horticulture marketing company and the ZESPRI® Brand is recognised as the world leader in premium quality kiwifruit. Based in Mount Maunganui, New Zealand, we are 100 percent owned by current or past kiwifruit growers, and employ approximately 250 people in New Zealand, Asia, Europe and North America. On behalf of our 2,700 growers in New Zealand and 1,200 growers based elsewhere, ZESPRI manages kiwifruit innovation and supply management, distribution management and marketing of ZESPRI® GREEN, ZESPRI® GOLD and ZESPRI® ORGANIC Kiwifruit.

About OmniLytics, Inc.

OmniLytics is a bacteriophage company focused on developing safe, natural solutions for infectious disease control. OmniLytics was the first company to work with any United States regulatory agency on a submission claiming bacteriophage as the active ingredient, and with the approval of its AgriPhage product in 2005, it became the first company to receive a registration from any US regulatory body. OmniLytics continues to expand its research and development of bacteriophage solutions for control of microorganisms in agricultural, food & water, industrial, pharmaceutical, and defense markets. OmniLytics' proprietary formulas and processes optimize the use of natural bacteriophage for commercial applications. For more information about OmniLytics, visit www.omnilytics.com.