

## Media Release

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### **Botry-Zen Unveils Major Developments – Annual Shareholders Meeting Announcement**

Biotechnology company Botry-Zen is poised to unveil three major developments, Chief Executive John Scandrett told the annual shareholders meeting in Dunedin today.

Scandrett said Botry-Zen plans the first full commercial release of its lead product, BOTRY-Zen on to the New Zealand market this coming growing season and that this will be immediately followed, as soon as registration permits, with the release of a new late season biological, ARMOUR-Zen. By May 2007 (a year ahead of schedule) it is intended to commercially release BOTRY-Zen in the German and Austrian markets.

"In addition to the completion of the upgrade of our Dunedin factory, new large-scale manufacturing will soon be formalised with a European company, Prophyta Biologischer Pflanzenschutz GmbH. The timing of the formalisation of the new arrangements is expected to dovetail nicely with securing the 2007 German/Austrian market registration," he said.

The plan to launch ARMOUR-Zen on to the New Zealand market is significant for the company as it means that it will be able to offer a companion product for BOTRY-Zen in the fight against Botrytis and Sclerotinia.

"Not only are we excited about how ARMOUR-Zen will complement BOTRY-Zen, but how both products can be used in other crop applications beyond grapes.

"The successful trial work has exceeded expectations in disease containment not only across the two serious grape infection threats of Botrytis and Sclerotinia, but also across other crops. We are very happy with results on kiwifruit, blackcurrants and ornamental flowers," he said.

The potential for the company in Europe is enormous.

"The ramifications of securing an additional manufacturing base with significant capacity, especially in Europe, should not be underestimated."

Under the new arrangement with the European company Botry-Zen Limited will retain full ownership of all proprietary technologies and know-how and will also control all marketing and distribution functions. Final stage negotiations with marketing partners in Germany and Austria are in train and are expected to be concluded by September," he said.

“When you compare the 20,000 hectares that are under grapes in New Zealand with Europe and the United States, then you appreciate the potential.

“In Germany and Austria alone there are approximately 200,000 hectares. For the rest of Europe that leaps to 3.3 million hectares with another 400,000 hectares in the United States. Hopefully, we will be able to market BOTRY-Zen in all of these markets by the 2008 season.

“And this is just the grape market. Trial results are very encouraging for kiwifruit,” he said.

Scandrett said that it is difficult to take any biotechnological idea through initial appraisal, laboratory assessment, field proof-of-performance and commercial up-grade steps and while further challenges lie ahead the company remains confident that it is now through the hardest parts of the process.

“The success of our field trials plus the fact we are proceeding to full commercial release has led us to modify both our corporate logo and position statement to ‘Proven Natural Science.’

“The journey has begun and we are very confident of the future,” he told the meeting.

**Further information:**

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