



PRESS RELEASE
FOR IMMEDIATE RELEASE

Now available in North America: breakthrough CONCORDIX™ Omega-3 delivery system by Ayanda AS of Norway, distributed in USA and Canadian professional healthcare market exclusively by Douglas Laboratories of Pittsburgh, PA, USA, under the Douglas Laboratories brand names of Omega Soft DHA Kids and Omega Soft EPA.

PITTSBURGH, PA, January 12, 2010 - Douglas Laboratories, a member of the Atrium Innovations [TSX: ATB] family, and Ayanda AS are pleased to announce that they have entered into an exclusive distribution agreement. Under this new agreement, Douglas Laboratories will distribute the exciting new patent-pending CONCORDIX™ delivery system manufactured by Ayanda, in the North American healthcare professional market starting in the first quarter of 2010. The CONCORDIX™ technology will be marketed under the Douglas Laboratories brand names of *Omega Soft EPA* and *Omega Soft DHA Kids*.

Now North American consumers can enjoy all the benefits of a high-quality, technologically advanced Omega-3 oil – from Norway.

The CONCORDIX™ patent-pending technology is an innovative omega-3 dietary system that offers consumers a great-tasting omega-3 supplement in a chewable, blister-protected dosage form, with the payload seen in many softgels. The new CONCORDIX™ technology is better accepted by consumers compared with traditional delivery forms, especially with respect to taste. It has a higher payload than gummies and chewable softgels and much less sugar than many of the chewable products currently on the market. In a recent clinical study, it was also found to be absorbed approximately 40% better than a traditional softgel. Simply, it is easier to take, has enhanced bioavailability, tastes better and does not have an oily feel that is often present with other chewable omega-3 products. In fact, with the breakthrough CONCORDIX™ delivery system, people may not even realize that they are taking fish oil.

Each *Omega Soft EPA* will contain 75 mg of DHA and 250 mg of EPA in a great lemon-flavored dosage form. The *Omega Soft DHA Kids* will contain 200 mg of DHA and 100 mg of EPA in a great-tasting orange-flavored dosage form.

ABOUT DOUGLAS LABORATORIES

Subsidiary of Atrium Innovations Inc. [TSX: ATB], Douglas Laboratories, the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Recognized throughout the industry for its uncompromising operational practices at its state-of-the-art, GMP-compliant manufacturing facilities. Douglas Laboratories continues to provide the added insurance of multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration.

Douglas Laboratories currently offers over 600 branded products, introducing new products on a continuous basis. Working with an experienced research staff of PhDs and a prestigious medical advisory board, Douglas Laboratories is committed to bringing innovative, science-based products to the marketplace. Douglas Laboratories distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit www.douglaslabs.com.

ABOUT ATRIUM INNOVATIONS (TSX: ATB)

Atrium Innovations Inc. is a globally recognized leader in the innovation, formulation, production and commercialization of science-based and professionally endorsed products for the Health & Nutrition industry. The Company focuses primarily on growing segments of the health and nutrition markets which are benefiting from the trends towards healthy living and the ageing of the population. Atrium markets a broad portfolio of finished products through its highly specialized sales and marketing network in more than 35 countries, primarily in North America and Europe. Atrium has approximately 900 employees and operates seven manufacturing facilities. Additional information about Atrium is available on its website at www.atrium-innovations.com.

ABOUT AYANDA

Ayanda is an innovative manufacturer of consumer-ready pharmaceuticals and food supplements, creating partnership opportunities with other industry leaders. Offering high-quality products, with an emphasis on reliability throughout the supply chain, Ayanda provides leading-edge technology and solutions so its partners can focus on brand building, sales and profit. For additional information, please visit www.ayanda.com. Ayanda is a fully owned subsidiary of ProBio ASA, Tromsø, Norway.

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