

# NEWS RELEASE



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## FOR IMMEDIATE RELEASE

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### *Neogen launches Veratox<sup>®</sup> for Gliadin R5*

LANSING, Mich., Dec. 22, 2010 — Neogen has developed a revised version of its popular rapid test for gliadin (gluten) to better fit the needs of the international testing community.

Neogen's new Veratox<sup>®</sup> for Gliadin R5 conforms to the influential Codex Alimentarius, which has become the global reference point for consumers, food producers and processors, national food control agencies and the international food trade. The new test version uses the Codex Alimentarius recommended "R5" gliadin antibody — the critical test element that "captures" any possible gliadin proteins in a test sample.

"This wasn't a case of changing a proven testing product to improve its performance — in fact, testing has shown the performances of our existing and new tests to detect gliadin are comparable," said Ed Bradley, Neogen's vice president for Food Safety. "We changed this product to suit the requirements of our expanding world-wide customer base. Customers told us that they needed a test that conforms specifically to the Codex Alimentarius, especially for use to test products destined for the international markets. Developing this new test is a response to those customer requests."

Like its predecessor, Veratox for Gliadin R5 is intended for the quantitative analysis of in-process ingredients, clean-in-place solutions, and finished products intended to be gluten free. The test also features a new proprietary gliadin renaturing cocktail extraction solution that provides consistent results, and does not require the use of a fume hood.

Gliadin is a protein found in wheat that belongs to a group of alcohol-soluble proteins called prolamins. Other prolamins include secalin, found in rye, and hordein, found in barley. Gluten consists of two groups of proteins (prolamins and glutelins) that are found in differing amounts in wheat, barley, rye and oats. Gliadin and other prolamins have been identified as major causal agents in a number of disorders, including wheat allergy and gluten intolerance (celiac disease). Wheat allergy is a specific immune response to a number of wheat proteins, including gliadin, albumin, globulin, and glutenin. Celiac disease is a chronic reaction to gluten proteins that results in the poor absorption of nutrients in the small intestine.

Those with celiac disease must avoid gluten, and rely upon the correct labeling of food to make appropriate, safe food choices. Testing for the presence of gluten components ensures food manufacturers that an unlabeled ingredient did not make its way into a food product.

Neogen Corporation (NASDAQ: NEOG) develops and markets products and services dedicated to food and animal safety. The Company's Food Safety Division markets dehydrated culture media, and diagnostic test kits to detect foodborne bacteria, natural toxins, genetic modifications, food allergens, ruminant by-products, drug residues, plant diseases and sanitation concerns.

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