

Contact: Barbara Graham  
Block & DeCorso  
Verona, NJ 07044  
Ph: 973-857-3900  
bgraham@blockdecorso.com

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## **NEW COOKING OIL SEEN AS EXCELLENT SOURCE OF DHA OMEGA-3 FATTY ACIDS IMPORTANT TO BRAIN AND HEART HEALTH**



BALTIMORE – August 2009 – A new cooking oil from Pompeian blends premium extra virgin olive oil and canola oil with enough Omega-3 DHA from vegetarian resources to be considered by the FDA as an excellent source of DHA Omega-3 fatty acids needed to support brain and heart health.

New Pompeian OlivExtra Plus has been infused with 32 mg per serving of Omega-3 DHA, which recent studies show is beneficial in reducing the risk of dementia, obesity and heart disease.

At the International Conference on Alzheimer's Disease in Austria last month, a team of U.S. researchers reported that healthy older adults with memory complaints, who have not been diagnosed with Alzheimer's, showed improved learning and memory performance after consuming algal DHA

capsules for six months. At the same Austrian conference, the U.S. National Institutes of Health revealed that a double-blind study of vegetable-based DHA showed a slower rate of decline on a mental function test for people with mild to moderate Alzheimers.

One of the key benefits of the vegetable-based DHA in Pompeian OlivExtra Plus is the ability to add DHA to all types of recipes – from soups, salads and marinades to sautéed dishes and baked treats – without concerns for oceanic toxins and pollutants associated with DHA in fish products. DHA first came to prominence when scientists noted that consumption of certain fish containing high levels of DHA was

linked to longevity and a healthier lifestyle. The vegetable-based DHA found in OlivExtra Plus provides consumers with all the DHA they need without the fear of ingesting oceanic toxins.

Meanwhile, the canola oil content of OlivExtra Plus contains the ALA essential fatty acids associated with protection against heart attacks and strokes. The Journal of Nutrition has also reported that Omega-3's have reduced the risk of coronary heart disease so remarkably that the researchers recommended the establishment of a Dietary Reference Intake of between 250 and 500 mg a day.

“OlivExtra Plus is a special scientific blend that includes the type of nutrients that scientists are heralding as key components of a proper diet,” notes Bill Monroe, CEO of Pompeian. “We believe it will become known as “The Smarter Cooking Oil.”

According to Pompeian's scientific team, OlivExtra Plus contains natural olive oil antioxidants, is low in saturated fat, cholesterol free and has zero grams of trans fat. OlivExtra Plus is not only healthful but keeps the great taste of Extra Virgin Olive Oil.

Consumers can learn more about this new DHA-rich cooking and salad oil and discover a variety of delicious recipes they can make with them by visiting [www.pompeian.com](http://www.pompeian.com)

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