

## SABINSA RECIEVES AHPA HERBAL INDUSTRY LEADER AWARD, MAJEED ELECTED TO BOARD

**PISCATAWAY, N.J., March 16, 2009** – Sabinsa was honored to receive the 2009 Herbal Industry Leader Award from the American Herbal Products Association during the AHPA annual meeting on March 5<sup>th</sup> in Anaheim, California. At the same meeting Shaheen Majeed, Sabinsa’s Marketing Director, was elected to the AHPA Board of Directors.

AHPA President Michael McGuffin presented the award to Sabinsa, which he described as “a company that sets an example of outstanding business practices that work to move the industry forward above and beyond normal business practices. In the 21 years since Dr. Muhammed Majeed founded Sabinsa Corporation, the company has consistently exemplified the ideal best practices in the herbal ingredients industry.”

Shaheen Majeed said “In the last two decades, Sabinsa has faced many challenges and we have learned from them, just as we will from the next set of challenges that face both the industry and the economy as a whole. We will continue to be passionate about the science around us and driven by our desire to innovate ingredients for a healthy lifestyle. While this was certainly a dream and vision of one man, Dr. Muhammed Majeed, I can assure you, it took many people to get Sabinsa where it is today. So on behalf of Dr. Majeed and the many employees of Sabinsa worldwide, I thank you.”

“Sabinsa consistently works to further legitimize the herbal product industry through research, intellectual property development, innovation and clinical study sponsorship,” McGuffin said. “Shaheen, the second generation of Sabinsa’s founding family, represents the next- generation of herbal industry leaders, and we are pleased to have him on the Board.”

Shaheen Majeed was elected to the AHPA Board of Directors for a three year term.



Edward Fletcher, Shaheen Majeed, Michael McGuffin

Sabinsa's mission is to provide alternative and complementary natural products for human nutrition and well-being. Over the past two decades Sabinsa has brought to market more than 100 standardized botanical extracts and privately funded several clinical studies in conjunction with prestigious institutions in support of these products. With more than 100 full time scientists conducting ongoing research in India and the United States, Sabinsa continues to develop and patent phytonutrients for the world market. All products intended for human consumption are certified Kosher, with some certified Halal. For more information, visit [www.sabinsa.com](http://www.sabinsa.com) & [www.sabinsacosmetics.com](http://www.sabinsacosmetics.com).

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