



FOR IMMEDIATE RELEASE

KAMUT® KHORASAN WHEAT: THE WHEAT YOU CAN EAT

Big Sandy, MT, March 2010 – Wheat has thought to have been cultivated domestically at least since 9,000 B.C., It is the main ingredient of that most enduring and legendary of foods—our daily bread. Through thousands of years of agriculture, wheat has changed very little other than by methods of natural selection. However, during the last 100 years ancient wheat has been bred to be shorter, higher in yield, more disease resistant and better adapted to mechanized food processing. Today's wheat now bears little resemblance to the pure stalk of nourishment it did in ancient times. As a result, many people today have sensitivities to modern wheat, ranging in severity from mild to debilitating. But according to Kamut International, the ancient grain KAMUT® brand khorasan wheat is, for many, 'the wheat you can eat.'

"Real food made with KAMUT® brand wheat is a real solution for what ails us," according to Bob Quinn, founder of Kamut International. "There is a vast difference between just feeding a nation, and actually nourishing a nation. At Kamut International, we are dedicated to uncovering the secrets to the nutritional powerhouse that is KAMUT® brand grain and its tremendous benefits for human health."

Wanting to bring KAMUT® brand grain to a wider audience, Kamut International has been supportive of research that uncovers why some with wheat sensitivities can tolerate this ancient grain, as well discovering important additional health benefits of KAMUT® khorasan wheat. It has been reported that many consumers with wheat sensitivities are able to eat KAMUT® brand wheat. This was first found in 1988, with the introduction of pasta made with KAMUT® brand wheat. KAMUT® brand khorasan wheat now enjoys a reputation as being a whole grain that can be consumed by many who experience difficulties digesting and tolerating modern wheat. Research is beginning to yield some provocative findings as to why this may be the case.

Food Sensitivity:

For some who have wheat and other food sensitivities, KAMUT® brand khorasan wheat is one of the only grains they can tolerate eating. Research as well as anecdotal reports suggests that they do

not suffer from the usual adverse reactions to modern durum, bread and soft wheat when ingesting KAMUT® brand products. To find firm reason for this, Kamut International continues to sponsor many research projects throughout the world. Three current studies are:

- Digestibility of KAMUT® brand flour versus modern wheat flour in human diet
- Allergenic characteristics of KAMUT® brand grain
- Assessment of a KAMUT® brand grain based diet on children suffering from wheat allergy with chronic atopic dermatitis and/or gastrointestinal disorders

According to The International Food Allergy Association, a 1991 clinical study conducted by the group to measure the allergenic reactivity of wheat sensitive individuals to KAMUT® brand wheat as compared to common wheat, showed that a majority of test subjects (70%) could tolerate KAMUT® brand grain. The research concluded that "For most people who are sensitive to wheat, products made with KAMUT® brand wheat can be an excellent substitute for modern wheat."

As a result of these studies and an increased awareness of healthy, whole grains, naturopaths as well as other health care professionals frequently recommend KAMUT® brand products for those suffering with wheat sensitivities. KAMUT® brand khorasan has become a 'darling' of the natural health food world, considered a robust organically grown product that makes for a healthier diet. Top chefs are also putting KAMUT® brand products on their menus.

Antioxidant Capacity:

KAMUT® brand khorasan wheat has a very high content of antioxidant factors, the most prominent of which is selenium. Selenium is an essential micronutrient for animals and plays an important role in the functioning of the thyroid gland and reducing the risk of prostate cancer. Kamut International is sponsoring two research projects that examine KAMUT® brand khorasan's higher-than-average antioxidant components:

- Evaluation of the antioxidant protective effects of the dietary consumption of KAMUT® brand grain based food in experimental animals
- Assessment of antioxidant capacity of KAMUT® brand grain products people genetically predisposed to oxidative stress

The research is geared toward examination of the role diet has on the wellness of human beings, along with nutrigenomics—which explores the effects of nutrients on the genome, proteome and metabolome and nutrigenetics—which explains in detail the effect of genetic variation on the interaction between diet and disease.

Dietary Fiber:

Many of us are aware that dietary fiber plays an important role in health. According to preliminary tests, KAMUT® brand grain contains 2-2.5 more resistant starch than modern wheat. Resistant starch escapes the digestion in the stomach and small intestine, passes through the large intestine and is considered the 'third type of dietary fiber'. Resistant starch increases fiber content without affecting texture, and increases the sweetness of taste without increasing caloric content in foods. It also helps burn fat and possibly leads to lower fat accumulation.

KAMUT®: The 'High Energy Wheat':

Compared to modern wheat, KAMUT® brand khorasan wheat is higher in protein and many minerals, especially selenium, zinc and magnesium. It has a higher percentage of lipids, which produce more energy in the body than carbohydrates. As a result, KAMUT® brand wheat can be described as "high energy wheat". For additional nutritional information, see attached chart.

KAMUT® khorasan wheat is real food that goes beyond flavorful to an affordable delicious nutrition for all generations. It fosters an approach to eating that is more than just satisfying hunger. It is also about community, connection and nourishing the body. It includes great taste and organic agricultures attempt to farm in a sustainable manner. KAMUT® brand wheat, the wheat you can eat.

Cautionary Note: Those with serious allergies should take appropriate precautions, under a physician's direction, before trying KAMUT® brand wheat. Since KAMUT® brand wheat contains gluten, it's not recommended for people suffering from celiac disease.

About KAMUT® Brand Khorasan Wheat

The mission of Kamut International is to promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations. KAMUT® is a trademark of Kamut International and it stands for guaranteed standards that are verified by tests from every field.