

NutraGrape Delivers the Power of the Muscadine through Unprecedented Support for National Cancer Foundation

Lazarex Cancer Foundation to benefit from yearlong support from NutraGrape nutraceutical product sales. A partnership formed in July will serve as a working effort to help change the face of cancer. A portion of all sales of NutraGrape products from August 1, 2009 through July 31, 2010 will benefit the national cancer foundation, Lazarex.

Rose Hill, NC -- NutraGrape is the original Muscadine nutraceutical company and has been delivering the power of the Muscadine grape (North Carolina's state fruit) in a daily supplement for over 13 years. This year they are excited to announce they will be supporting Lazarex Cancer Foundation, headquartered in Danville California, and have selected this organization as their signature charity for the coming year. NutraGrape will gift a portion of all purchases of NutraGrape products from August 1, 2009 through July 31, 2010.

NutraGrape products include daily supplements, nutraceuticals and skin care products. NutraGrape is proud to announce this working partnership with Lazarex Cancer Foundation and help to change the face of cancer.

Lazarex and NutraGrape met in Rose Hill, North Carolina the last week of July, 2009 to prepare for the launch, including Dana Dornsife - President of Lazarex Cancer Foundation; Susan Sappington - Director of Development, Lazarex Cancer Foundation; Dan Fussell, Jr - President NutraGrape; Erin Miller-Van Gorder, North Carolina Chapter President, Lazarex Cancer Foundation.

Long before pharmaceutical companies put their wheels in motion to produce a man-made version of a longevity pill, long before the current hyped up market about resveratrol, Duplin Winery (located in Rose Hill and the winery that started the current burgeoning wine industry in North Carolina), recognized there were great benefits in North Carolina's Muscadine grape, even beyond wine production. Muscadines in fact have more resveratrol, antioxidants, and anti-aging phytochemicals than any other element in nature.

In the mid-90's Duplin Winery invented a machine that separated the pulp from the skins and seeds and began freeze-drying the Muscadine grape. NutraGrape was born in 1997 and began selling a natural, 100% pure daily grape seed supplement, that delivered the power of the muscadine in a concentrated capsule form. So sure was the family behind Duplin Winery about resveratrol and the anti-aging properties found in Muscadines, they produced a wine released at the same time NutraGrape was born. This wine was called Resveratrol. Resveratrol was produced up until 2006.

NutraGrape lives on and has expanded its product line to include NutraGrape Muscadine anti oxidant skincare lines for men and women, NutraGrape Muscadine Whole Grape and well being by NutraGrape - which of course accompany the original NutraGrape Muscadine Grape Seed.

NutraGrape is proud to share their proceeds for the next year with a cancer foundation based in Danville, California that is committed to providing help and hope for those who are living with cancer,

have exhausted available options through traditional care, yet have not given up the fight to live. Together, this working partnership will make an effort to change the face of cancer. It is a great pleasure for NutraGrape to support an organization that brings so much hope and life to people and families living with cancer.

"This is a perfect partnership because NutraGrape is dedicated to ensuring that people are given a natural way to live longer, healthier lives. Lazarex is committed to giving the available options for living to those who are fighting cancer," Dan Fussell, Jr, President of NutraGrape. "Our goal is not only support Lazarex Cancer Foundation through an unconditional monetary gift, but to provide support through attendance and a presence at a variety of live music events, marathons, fundraisers, and other avenues to promote the good work and hope being provided by this amazing and growing foundation."

"Not only has NutraGrape found a way to capture the rich antioxidants found in their grapes and make top quality health products, but they have proven that they truly care about the health of their customers. While everyone agrees that prevention is the best cure for any illness, NutraGrape has generously agreed to give of themselves on a whole new level. With the financial contribution that they are making to Lazarex Cancer Foundation, end stage cancer patients and their families will be given a chance at finding and participating in a clinical trial that could save their lives. My passion is to help these patients who are in need. Thank you NutraGrape for a very generous contribution," Erin Miller, North Carolina Chapter President, Lazarex Cancer Foundation.

NutraGrape and Lazarex Cancer Foundation are not only changing the level of commitment we as a community can aim for, but changing the way fundraising can be approached - as a working partnership. Together, NutraGrape and Lazarex Cancer Foundation will build bridges to hope and change the face of cancer.

About NutraGrape

NutraGrape is the original Muscadine nutraceutical company and has been delivering the power of the Muscadine in a daily supplement for over 12 years. 2009 marks a milestone as NutraGrape delivers unprecedented support through sales for the Lazarex Cancer Foundation. Located in Rose Hill, North Carolina, NutraGrape continues to expand its health offerings. For more information on NutraGrape, the power of the North Carolina Muscadine grape, and current news, please visit <http://www.nutragrape.com>.

About Lazarex Cancer Foundation

Lazarex Cancer Foundation builds a bridge to hope, dignity and life for cancer patients and their families. Lazarex provides resources to fill the gap that exists between when a patient is told there is no more hope and when they are truly done with their journey in life. To learn more about the Lazarex Cancer Foundation, their current and upcoming events, and mission, please visit their website, <http://www.lazarex.org>.

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