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Holista CollTech Ltd appointed Asia Pacific's exclusive distributor for the next generation larvacide control for mosquitoes by EntoGeneX LLC, USA.

Company Wins Malaysian government's pilot project to reduce Dengue with its breakthrough technology product, MOUSTicide™

Perth, Australia. 7th Sept 2009 – Holista CollTech Ltd today announced that it has entered into an exclusive agreement to market and distribute the next generation's mosquito larvae control for Asia Pacific region. MOUSTicide™ is a novel all natural, safe and effective control of mosquito larvae.

MOUSTicide™ combines two natural substances:

- the novel TMOF (*Trypsin Modulating Oostatic Factor)* peptide technology. TMOF was discovered and developed by Professor Dov Borovsky at the University of Florida Medical Entomology Laboratory in Vero Beach, Florida, USA. It is the subject of 16 issued and pending patents. TMOF is a small natural protein that interferes with digestion in mosquito larvae, leading to their starvation. It is totally non-toxic to all other species. Development of resistance to TMOF is unlikely because of its mode of action. The principal active ingredient in MOUSTIcide™ has been registered with the US Environmental Protection Agency and exempted from registration by the Malaysia Pesticide Board.
- *Bacillus thuringiensis Israelensis* (Bti) is an insecticide with unusual properties that makes it useful for mosquito control. Bti is a naturally occurring bacterium common in soils throughout the world. Several strains can infect and kill mosquito larvae. Because of this property, Bti has been developed for insect control. Bti has long been in use. At present, Bt is the only "microbial insecticide" in widespread use.

However, the high cost of *Bti*, need for frequent application and the possibility of resistance due to widespread application have severely compromised its use. However, when combined with TMOF, the synergy results in several significant benefits:

- Lower doses of *Bti* needed, perhaps as little as one-fifth to one-third Decreased application rate (*Bti* alone requires weekly application but MOUSTicide™ needs to be applied once every three week)
- Higher effectiveness of the *Bti* as the larvae are starved
- Virtually no chance of resistance to *Bti*

Overall, this novel combination is superior in following ways:

- Effectiveness (two combination synergy)
- Cost (lesser Bti used less often)
- Lesser manpower needs
- Virtually eliminates the development of resistance.

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Mosquitoes are the most treacherous insect on the planet through the diseases they spread. Approximately one-half of the world's population or 3 billion people are susceptible to dengue and malaria.

The New Straits Times 31st Jan 2009 quoted Malaysia's Health Ministry director-general Tan Sri Dr. Ismail Merican saying "This is the worst outbreak ever". The report noted a record total of 49,445 cases in 2008. Indeed, from Jan 1 to 28, 2009, there were 14 deaths and 5062 cases reported.

According to WHO report dated Mar 2009, the incidence of dengue has grown dramatically around the world in recent decades. Some 2. billion people – two fifths of the world's population – are now at risk from dengue. WHO currently estimates there may be 50 million dengue infections worldwide every year. In 2007 alone, there were more than 890 000 reported cases of dengue in the Americas, of which 26 000 cases were dengue hemorrhagic fever (DHF) – a potentially fatal form of the disease.

According to Dato' Dr. Rajen M, Managing Director of Holista CollTech Ltd, this would a vital tool in the fight against mosquito borne diseases. "Mosquito control professionals agree that mosquito populations are most effectively controlled in the water at the larval stage in an environmentally friendly way", said Tunku Naquiyuddin ibni Tuanku Ja'afar of Entogenex LLC, USA.

"The pilot project worth RM80,000 is being undertaken in the Gombak district in the state of Selangor, Malaysia and the company is very confident that it would be scale up to a nationwide contract soon. Dato' Dr. M. Rajen said "Dengue is prevalent in the Asia Pacific region. We expect this product to contribute significantly in the company's next financial year. Several countries in the region have shown interest as part of their national solution."

About Holista CollTech Ltd

Holista CollTech Ltd (Company) is a merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd focusing on natural ingredients for health supplements and lifestyle products. , The company is the only company producing sheep (ovine) collagen using its patented extraction methods and is on track in nano-nising and liposome encapsulating the Ovine Collagen. Holista CollTech leads in research on herbs and food ingredients from Malaysia's rainforest – the oldest in the world. The company's mission is to build a world class company, focus on providing consumers with scientifically enhanced, engineered and tested natural health supplements and consumer products." The company is listed on the Australian Stock Exchange (trading under code HCT).

About EntoGeneX

EntoGeneX LLC is a privately held biotechnology company based in North Carolina, USA. The key focus is research on the ongoing problem of pestilence and its effect on mankind. The initial area is control of the devastating public health disease Dengue, a debilitating disease transmitted by *Aedes aegypti* mosquitoes and endemic to tropical regions throughout the world, including Malaysia. Apart from TMOF, the company is also in the midst of bringing on to the market a novel broad spectrum insect repellent Moustique™ as a means to provide personal protection against biting mosquitoes.

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