

HOLISTA COLLTECH LTD POSITIONS ITSELF TO SERVE THE UNMET NEED FOR HALAL OVINE COLLGEN

THE COMPANY SIGNS MOU WITH UNIVERSITY SAINS MALAYSIA (USM) AND UNIVERSITY
TECHNOLOGY MALAYSIA (UTM) TO COMMERCIALIZE HALAL BEAUTY PRODUCTS

Perth, Australia, 22nd Sept 2009 – Holista CollTech Ltd (ASX: HCT) has entered into collaboration with two leading Malaysian universities as part of the company's continuing effort in research and development. The company also announced the launch of its new corporate identity.

The signing ceremony on 18 September 2009 was witnessed by Tan Sri Muhyiddin bin Hj. Mohd Yassin, the Deputy Prime Minister of Malaysia and was attended by leading industry and regulatory personalities.

H.E. Ms. Penny Williams, the Australian High Commissioner to Malaysia was a guest of honour at the event. Also present was Ms. Michelle Hooi, Business Development Manager of Austrade Kuala Lumpur.

Holista CollTech Limited's Managing Director, Dato' Dr. Rajen M, advised "We will be working closely with University Sains Malaysia (USM) and University Technology Malaysia (UTM) to further develop the research and commercialization activities of that involve our core competence – ovine collagen."

The collaboration with USM will see the transfer and development of technologies that will propel Holista Colltech as the global "Halal Hub" especially in the area of "Halal collagen". Malaysia is already a major player in the global "Halal" market. This collaboration would involve the development of better processes and standardization protocols in the production of "Halal collagen". One of the elements of the Memorandum of Understanding is enhancement of methods of combining collagen with other natural substances.

This will make Holista CollTech's ovine collagen more relevant to the growing global Islamic population that is increasingly looking for "Halal" certified products.

The collaboration with UTM is to develop the Kacip Fatimah (*Labisa pumila*) anti-aging cream with ovine collagen as its base. This is another significant path taken by the company to commercialize the traditional medicines found in Malaysia's rainforest – the oldest in the world. This product is expected to be launched in pharmacies in Malaysia, Singapore and Brunei at the end of the first quarter of 2010.

The company also unveiled its new corporate identity at the event.

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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 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). (www.holistaco.com)

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