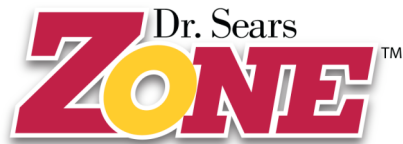


FOR IMMEDIATE RELEASE:



## **Zone Labs Inc. Chairman and CEO Gives Back to Portland's Preble Street**

**An increased need for food for the hungry in Portland inspires Zone Labs Inc. CEO and local resident, Jim Buchanan, to make a large food donation to Preble Street**

*PORTLAND, MAINE* – May 18, 2009 – Jim Buchanan, local Portland resident and chairman and CEO of Zone Labs Inc., recently donated 23,000 nutrition bars to Preble Street in Portland to help feed the growing number of hungry families and individuals in the community.

His donation of Zone Bars, with a value of \$59,000, was delivered Friday, May 15 and will be distributed in the coming weeks at Preble Street's Food Pantry, Teen Center, Women's Shelter, and The Lighthouse Shelter for homeless youth. The Zone Bars will help to provide nutritious food for the 440 individuals served by Preble Street each week.

Both Buchanan and Zone Labs Inc. – a leading functional foods and nutraceutical company based out of Danvers, Massachusetts – have long been dedicated to supporting the local community through donations and events. Living in Portland, Buchanan recently had the opportunity to meet with Preble Street's directors and after hearing about the organization's mission and need for food supplies, he was moved to contribute.

“When it became clear to me that there was an increasing need for food and good nutrition at Preble Street, I felt compelled to act,” Buchanan says. “Since we're in the nutrition business, we have the means to offer support and to help individuals in my hometown, which is extremely important to me.”

Maine is one of the most food-insecure states in the nation, and at Preble Street—the largest emergency food provider in Maine—the demand for food assistance has increased dramatically. With increased unemployment, the number of people faced with cutting back on food to pay for other urgent needs (rent, medicine, fuel, or childcare food) has also increased.

"We've seen about a thirty percent increase in visitors to the food pantry, and more and more they include families and senior citizens with homes or apartments who find themselves needing help; people who have to decide between buying food and paying their rent," says Mark Swann, executive director of Preble Street.

"Ninety percent of the food Preble Street distributes is donated, and we can only keep up with the need with the help of people like Jim," Swann says. "Large donations like Jim's not only provide nutritious options for the hundreds of families we serve each week but also demonstrate his commitment to the wellbeing of our most vulnerable neighbors."

Buchanan, and similarly Zone, is committed to giving back and investing in initiatives that support the community. He has been actively involved in the battle with cancer for many years, both during and after his 10-year-old daughter's struggle with the disease. He serves on the board of trustees at the William Guy Forbeck Research Foundation. And in 2003, he was selected to join Lance Armstrong and a 20-person team for the Tour of Hope – a journey that involved cycling across the country in eight days to raise awareness for cancer research.

Additionally, in Portland Buchanan serves on the board of directors at the Osher Map Library at the University of Southern Maine, and Zone Labs Inc. acts as title sponsor of the Zone Urban Epic Triathlon and Festival – a community-based event that promotes health and the vibrancy of the city in downtown Portland on July 18.

For more information please contact Amy VanHaren at 651-303-8777.

### **About Zone Labs Inc.:**

Established in 2002, Zone Labs Inc. is an industry leader in the development and sales of innovative, patented nutraceutical products. The company, located in Danvers, MA, is based on the vision of Barry Sears, Ph.D., author of the best-selling Zone Diet books and a leading authority on the dietary control of hormonal response. Zone Labs combines cutting-edge technology with the latest scientific research to develop a wide range of evidence-based wellness products including foods, dietary supplements and a skin care line. Every product produced and sold by the company adheres to Dr. Sears' research on the battle against silent inflammation, which is recognized as a primary factor in the development of a wide number of chronic disease conditions. Zone Labs is a privately held company. For additional information, please visit [www.ZoneDiet.com](http://www.ZoneDiet.com).

### **About Preble Street**

Preble Street is the 24/7 service hub for our homeless and hungry neighbors and works collaboratively to provide accessible, barrier-free services to empower people experiencing problems with homelessness, housing, hunger, and poverty; and to advocate for solutions to these problems. The work of Preble Street has helped meet urgent needs

and reduce chronic homelessness in Greater Portland and is nationally recognized for its advocacy and innovation.

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