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ALTEYA ENGAGES THE POOREST BULGARIAN VILLAGES TO INTRODUCE INNOVATIVE ORGANIC SKIN CARE WITH BULGARIAN ROSE OIL

A Bulgarian Rose Oil Distiller and Skin Care Manufacturer Supports Local Communities in Remote Bulgarian Villages to Bring to the US a New Line of USDA Organic Products

Kazanlak Valley, Bulgaria and Chicago, USA, April 29, 2009 – Alteya Organics, a leading Bulgarian Rose grower, essential oil distiller, and skin care manufacturer announced today the introduction of its newest USDA NOP Certified Organic Skin Care based on the world’s most exquisite essential oil, the Bulgarian Rose Otto.

“We are very excited to grow the Bulgarian Damascena rose in our own fields in the Kazanlak Valley of Roses and provide employment to several local villages. To be able to develop a line of Organic Skin Care based on our Bulgarian Rose Oil is something that we have worked very hard on and something I am truly proud of” said Nikolay Kolev, Global VP of Research.

Alteya’s new line focuses on delivering a mix of aromatherapy, medicinal, and fragrance effects which work in balance to improve skin vitality and texture while rejuvenating body and mind. The signature products include the Organic Rose Flower Face Toner, BioDamascena™ Nourishing Face Serum, and Fortifying Hair Treatment.

To reinforce its strong support for the local village communities and encourage its industry partners to be more involved in socially-responsible activities, Alteya has based its operations in the center of the Bulgarian Rose Valley of Kazanlak, an area predominantly populated by Gypsies, Turks, Pomaks, and other ethnic minorities. Every year, Alteya provides employment and support to more than 250 of these families in the region, who are now an essential part of our extended family.

About Alteya Organics:

Alteya Organics is a young family-owned company which has been growing the oil-yielding Damask Rose in the Bulgarian Rose Valley since 1999. Today, Alteya is one of the fastest-growing Bulgarian Rose Oil distillers and exporters with customers in Europe, Asia and North America and has an extensive track-record of social responsibility activities and community involvement. Since early 2008, Alteya has been working on developing Certified Organic Skin Care products that embody the marriage of centuries-old tradition with modern research and technologies. For more information, go to www.alteyaorganics.com