



CONTACT: Karen Murphy
800-344-4229
Karen.Murphy@natureseal.com

For Immediate Release

NATURESEAL®: A World Record Breaker!

WESTPORT, CT, [October 22, 2005] NatureSeal was honored to be a sponsor in a world record breaking event at The Block Institute, Brooklyn, NY on October 7th.

Imagine creating seven hundred and seventy four pounds of sweet and succulent delight. The Block Institute did just that when they completed baking the world's largest apple crisp, breaking the previous record by over two hundred pounds. Contributing to the success of this venture was NY Apple Association who supplied Cortland and Macintosh apples and NatureSeal which enabled the participants to start slicing the five hundred pounds of apples two weeks in advance of the event.

NatureSeal kept the apple slices fresh throughout the baking and assembly process. According to Todd Adelman, Director of Nutritional Services for Block Institute, "Everyone involved was simply amazed at how the NatureSeal worked. It kept the apple slices from browning for the entire two week period and they tasted great! If not for NatureSeal, we would never have been able to accomplish our goal."

Although NatureSeal's vitamin/mineral blend is still the most effective product for maintaining the fresh cut flavor, color and texture of sliced apples, it is also effective on 24 other fruits and vegetables. NatureSeal is a major contributor to the explosion of fresh cut produce now available in fast food restaurants, supermarkets and schools.

You don't need to be a record breaker to use NatureSeal. Processors are using NatureSeal to expand their offerings of fresh cut produce ranging from the ever popular sliced apples to mangoes, avocados and sweet potatoes. The R&D team is continually working to develop new formulations, including custom blends for your new fresh cut endeavor.

About NatureSeal

NatureSeal is a family of sulfite-free, vitamin-mineral blends, which extend the shelf life of fresh cut produce. The first NatureSeal formulation was jointly developed and patented by Mantrose-Haeuser Co., Inc. and the USDA. The key discovery by researchers was that certain vitamin-mineral blends protect sliced produce from color, taste and texture changes. With these findings, NatureSeal was created using FDA-GRAS approved vitamins and minerals, for a variety of fruit and vegetables.

About Mantrose-Haeuser

Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut, is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. Founded more than 100 years ago, Mantrose-Haeuser is a subsidiary of RPM International Inc.; a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.