



FOR IMMEDIATE RELEASE

Standard Process Commits over \$250,000 to Foundation for Chiropractic Progress

Standard Process, Inc.®, a Wisconsin-based manufacturer of whole food nutritional supplements, has pledged more than \$250,000 to the Foundation for Chiropractic Progress. The funds will support the Foundation's national initiative to educate the general public about the benefits of chiropractic care. Prior to a December 2006 donation of \$50,000, Standard Process had already donated \$115,000.

Recent estimates show that only 8% of the general public uses chiropractic care. Together with the Foundation, Standard Process plans to educate more people on the benefits of chiropractic care. The Foundation's national education campaign, "Campaign for Chiropractic," will create media exposure for the profession and offer local promotional support to chiropractors.

"Standard Process has been committed to the chiropractic profession since 1929. We fully support this important program that will educate the public about the quality of care and clinical expertise available from chiropractors," said Charles C. DuBois, Standard Process president and chairman of the product and service suppliers committee for the Foundation for Chiropractic Progress.

If you wish to make a pledge and/or contribution to the Foundation, please visit www.foundation4cp.com. Contributions are also received at P.O. Box 560, Carmichael, California 95609-0560.

###

About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.

-

About Standard Process, Inc.

For more than 75 years, Standard Process has provided health care professionals with high-quality, nutritional whole food supplements. The company is in the third generation of family-ownership. Unique in the nutritional supplement industry, Standard Process grows crops on company-owned, organically-certified farms. Standard Process utilizes state-of-the-art manufacturing practices which meet the Food and Drug Administration's good manufacturing practice requirements.

Standard Process has more than 160 products, available only through health care professionals. The company continuously researches and develops new whole food nutritional products to address patient needs.

For additional information about Standard Process, contact Tammi Geiger, director of marketing, at 262-495-6423 or visit www.standardprocess.com.