

**MEDIA RELEASE – ASX-Listed Holista Gets Approval To Sell Novel Anti-Mosquito Bio-Pesticide**

## **Holista registers significant Malaysia breakthrough with bio-pesticide that starves mosquito larvae to death**

**Kuala Lumpur/Perth, 09 August 2011** – Australian Securities Exchange-listed (ASX: HCT) **Holista CollTech Limited** (“Holista”), a biotech research company, and its partner EntoGenex Industries have registered with Malaysian authorities MOUSTICIDE™, the first approval by any country for the bio-pesticide which starves mosquito larvae to death without harming humans.

MOUSTICIDE™ combines Trypsin Modulating Oostatic Factor (TMOF), a protein molecule found in mosquitoes whose genes are first inserted into yeast cells (*Pichia pastoris*) to increase their mass, with a widely used bio-pesticide, *Bacillus thuringiensis israelensis* (“*Bti*”)

The yeast cells containing TMOF, which disrupts the ability of larvae to digest, are killed in very high temperatures before being applied to water bodies to facilitate control of mosquito breeding at relatively low costs.

HRH Tunku Naquiyuddin, EntoGenex’s Chairman, said MOUSTICIDE™ is a major innovation in bio-pesticide which combines safety, efficacy, and cost-effectiveness to significantly lower mosquitoes’ breeding rates.

Holista and EntoGenex are exploring collaborations with leading philanthropic organisations like the Bill & Melinda Gates Foundation, Carter Trust, Rockefeller Foundation and Grameen Foundation to facilitate worldwide adoption of MOUSTICIDE™ to eradicate mosquito-borne diseases such as malaria, dengue and chikungunya.

More than 700 million people are affected by mosquito-borne diseases globally, including South America, Africa – where 90% of the continent is affected by malaria – and parts of Asia, where dengue is rife.

Dengue is the main mosquito-borne disease in Malaysia, whose Ministry of Health disclosed that 12,030 cases, including 19 fatalities in the first 6 months of this year, had been reported as at 30 July 2011

Dr. Rajendran Marnickavasagar, CEO of Holista which has operations in Australia and Malaysia, said a recent field trial conducted in Kuala Lumpur’s dengue “hot spot” by Malaysia’s Ministry of Health using MOUSTICIDE™ has proven to be successful. Holista is in discussions with the ministry for widespread implementation of the bio-pesticide.

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**About Holista CollTech Limited**

Listed on the Australia Securities Exchange (ASX:HCT) since 2004, Holista CollTech Ltd is a research-driven biotech company dedicated to delivering scientifically enhanced, engineered and first-class natural health supplements and wellness products for the general consumers. The Group develops, manufactures and commercialises “health-related” products to address the unmet and growing needs of natural medicine and is the only company producing sheep (ovine) collagen using its patented extraction methods.

Holista’s main operations are in Malaysia where it specialises in the research and development (R&D) and commercialisation of ovine collagen. Its other operating subsidiaries include Total Health Concept Sdn. Bhd. which distributes health supplements in Malaysia and South East Asia.

Holista has filed several global patents, two of which have been granted. To advance R&D in nutritional products, the Group is collaborating with world-leading institutions such as the University of Western Australia, Oxford Brookes University (UK), National Centre for Natural Products Research (US), Indian Institute of Integrative Medicine and University of Hamdard (India) and Tsinghua University (China).

Holista has also has unique collaborations in the area of natural based mosquito control.

The Group has a customer base of 45,000 and access to more than 1,700 distribution points.

For more information, visit [www.holistaco.com](http://www.holistaco.com)

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**About EntoGenex**

EntoGenex Industries Sdn Bhd is a biotechnology company focused on mosquito control and pest management. EntoGenex has developed a new range of mosquito and insect control tools, including the Mousticide™ biolarvicide and Bio-D product range for insect control based on naturally occurring active ingredients which are highly effective and environmentally friendly.

EntoGenex advocates the Integrated Mosquito Management approach in its efforts to control mosquito-borne diseases and works closely with government agencies and local communities. As part of its community outreach, the company collaborates with the Tunku Naquiyuddin Foundation and other non-government organisations to promote awareness and community empowerment campaigns towards malaria and dengue prevention.

EntoGenex is currently active in Malaysia, Philippines, India, Sri Lanka, China, Ghana, Cameroon, South Africa and Turkey where its Mousticide™ product is currently in use or in various stages of product registration.

For more information, visit [www.entogenex.com.my](http://www.entogenex.com.my).