

UK Non Executive Director Appointment For Prominent Local Entrepreneur

Zulfi Hydari, Managing Director and Co-founder of HBG Holdings, a Dubai headquartered private equity company operating across the Middle East and South Asia region, has recently been appointed as Non Executive Director of Neutrahealth Plc, a publicly listed company on the AIM market of the London Stock Exchange.

NeutraHealth was floated on AIM in February 2005 and its aim is to consolidate the fragmented vitamins, minerals and supplements sector of the growing nutraceutical market, an area of high growth in the Arabian Gulf region. The company is focused on consolidating the nutraceutical market through organic growth and strategic acquisitions.

Hydari's appointment coincides with the acquisition by Elder Pharmaceuticals of 20% of NeutraHealth Plc, a move which enables the company to expand its footprint in emerging markets. Hydari (33) is joining the Board because of his expertise in emerging markets, financial structuring and mergers and acquisitions.

Commenting on Hydari's appointment, Michael Toxvaerd, Chief Executive Officer of NeutraHealth Plc said: "We are delighted to welcome Zulfi Hydari to the Board of Neutrahealth Plc. Not only does he bring with him a wealth of knowledge of consumer businesses and huge expertise in the private equity sector, but his knowledge of emerging markets particularly across the Middle East and South Asia will be invaluable as we expand our global footprint in these regions."

Speaking about his recent appointment, Hydari commented: "This is a tremendous honour for me and I am very excited about being involved in such an ambitious and dynamic company with a clear strategic growth plan. I look forward to working with the Board in moulding and forming the future strategy of the company's activities. " Hydari's appointment was officially confirmed on August 20 2007.

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Notes to Editors:

HBG Holdings (HBG) is a leading investment firm specializing in private equity and real estate investments in the Middle East, North Africa and South Asia. The shareholder base of the firm includes the region's leading private and institutional investors.

The firm pursues investment strategy focused on acquiring controlling interests in companies that provide significant opportunity for operational enhancement, financial restructuring and regional expansion. Its value creation model is unique in that it requires significant post acquisition operational involvement from the firm's management.

The firm has specialist expertise in a range of fields including consumer goods, finance, logistics, petrochemicals, energy and real estate and boasts a team with significant investment and private equity experience in the region.