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Ceapro Announces Signing of a Sales Agreement With Ross Organic Specialty Sales Inc. for its certified All-Natural Active Ingredients in the Western United States

EDMONTON, ALBERTA -- (MARKET WIRE) -- 10/12/11 -- Ceapro Inc. (TSX VENTURE: CZO) ("Ceapro" or "the Company") is pleased to announce today the signing of a new sales agreement with California based company, Ross Organic Specialty Sales Inc. The agreement encompasses Ceapro's entire range of Ecocert™ certified all-natural active ingredients.

For 25 years, Ross Organic Specialty Sales (www.rossorg.com) has been a leading sales agent/distributor of cosmetic and personal care ingredients in the western region of the U.S. The company employs a team of technical sales professionals that works with marketers and formulators to help them develop new and improved cosmetic and personal care products. Ross has a 40,000 sq. ft. distribution facility in Santa Fe Springs, CA (Los Angeles) which is accredited by the National Association of Chemical Distributors (NACD) and operates under their guidelines for Responsible Distribution Process (RDP). Ross is a dynamic, progressive, and sophisticated team of professionals with expertise in marketing, selling, and distributing cosmetic and personal care ingredients.

Said Mr. Bill Ross, President of Ross Organic Specialty Sales, "We've long known that oat derivatives possess interesting cosmetic properties as anti-irritants. Ceapro's fractions from the oat and other natural sources are truly revolutionary technologies. In our representation of Ceapro, we are aligned with a technology-driven company. This newfound relationship will ensure a continual supply of novel and unique ingredients to our client base."

Ceapro Chief Scientific Officer, Mr. David Fielder reaffirmed the Company's marketing and sales expansion through a multi-partner strategy of partnering with technically proficient specialists in key geographical regions. "With a focus on the customer first approach and strong track record in delivering high quality specialty ingredients to the Cosmetic & Personal Care industry, Ross Organic Specialty Sales is a natural fit for Ceapro."

"Ross Organic Specialty Sales is amongst the few distributors with demonstrated technical capabilities to sell and support Ceapro's innovative products and also impart the science behind them. We are very confident that the team at Ross Organic Specialty Sales will open new doors for Ceapro's portfolio of certified botanical ingredients." added Mr. Fielder.

About Ceapro Inc.

Ceapro Inc. is a Canadian growth-stage biotechnology company. Primary business activities

relate to the development and commercialization of natural products for personal care and cosmetic industries using proprietary technology and natural, renewable resources. The commercial line of natural active ingredients include beta glucan, avenanthramides (colloidal oat extract), colloidal oat flour, oat oil, oat peptides, and lupin peptides.

To learn more about Ceapro, visit www.ceapro.com

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