



## **RBC Life Sciences Announces MPM Medical Partnership with Kroger**

IRVING, Texas—RBC Life Sciences (**OTCBB: RBCL**) announced today that its wholly owned subsidiary, MPM Medical, Inc., has entered into a new partnership with The Kroger Co., one of the nation's largest grocery retailers. Through the new partnership, Kroger and MPM have agreed to work together to make MPM's oncology products available to cancer patients.

Beginning March 1, 2008, Kroger will be placing in each of its 1,900 Kroger and affiliated company pharmacies two of MPM's top oncology products: RadiaPlex Rx®, a hydrogel designed to protect a patient's skin from radiation reactions and to assist in healing the skin if dermatitis occurs, and Regenecare HA®, a hydrogel containing lidocaine, collagen, aloe vera and hyaluronic acid to relieve pain and itching caused by chemotherapy drugs.

“We are delighted to announce this new partnership with Kroger to distribute two of our most important oncology products,” stated Paul R. Miller, President of MPM Medical, a wholly owned subsidiary of RBC Life Sciences. “This partnership is our first step to making our pain-relieving products more readily available to the patients who rely on them for healing and pain relief on a daily basis. It is our goal to ensure that any person who is in need of MPM's oncology products will be able to obtain them in a convenient affordable manner.”

### **About RBC Life Sciences**

RBC Life Sciences develops, manufactures and markets skin care products and food supplements providing nutrients often found to be low or missing in modern diets. All products are tested for quality assurance in-house, and by outside independent laboratories, to comply with regulations in the U.S. and in more than thirty countries in which the products are distributed.

MPM Medical, a wholly owned subsidiary of RBC, develops and markets proprietary prescription and nonprescription products for wound and pain management. MPM products are sold through medical-surgical dealers to nursing homes, hospitals and cancer clinics. For more information on the company, visit [www.RBCLifeSciences.com](http://www.RBCLifeSciences.com).

### **About The Kroger Co.**

Kroger, one of the nation's largest retail grocery chains, is honored to celebrate its 125th anniversary in 2008. The Company's more than 310,000 associates serve customers in 2,487 supermarkets and multi-department stores in 31 states under two dozen local banners including Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market. Kroger associates also serve customers in 782 convenience stores, 405 fine jewelry stores and 678 supermarket fuel centers the Company operates. The Company also operates 42 food processing plants in the U.S. Headquartered in Cincinnati, Ohio, Kroger focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local schools and grassroots organizations in the communities it serves. For more information about Kroger, please visit the Company's Web site at [www.kroger.com](http://www.kroger.com).

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