



Major step forward for Givaudan's health and wellness initiative: Exclusive partnership for taste technology development with Redpoint Bio Corp.

Geneva, Switzerland, 28 March 2007 – Givaudan announces today, that it has entered into research collaboration and licensing agreement with Redpoint Bio Corporation (formerly known as Linguagen). This collaboration further strengthens Givaudan's capabilities for global TasteSolutions™ in the area of health and wellness, in order to discover and develop novel sweetness and savoury enhancers as well as bitter blocker compounds. The collaboration will allow Givaudan to utilise Redpoint Bio's proprietary technologies and to acquire the exclusive worldwide rights to any licensed compounds for food and beverage products.

Redpoint Bio Corporation (www.redpointbio.com) is a privately held company located in Cranbury, N.J., and holds a variety of patents in the field of taste. The company researches, discovers, develops, and commercialises breakthrough products that improve the palatability of oral medicines and enhance the flavour and nutritional value of foods and beverages, including solutions to the problems of bitterness, excess sugar, and excess salt.

Givaudan is the leading company in the flavours and fragrance industry with a vision to be the Essential Source of Sensory Innovation for the customers, driven by a mutual passion for excellence. Through unique sensory expertise and consumer insight, Givaudan provides customers with the taste and smell profiles that are key to their products' success. Givaudan, based in Vernier, Switzerland, serves global, regional and local customers around the world. Givaudan generates sales of over CHF 4 billion, with a workforce of 9,500 and a presence in over 100 countries.

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