



## **FoodSource Corporation Engages Cornerstone Animal Health**

SOURCE: *FoodSource Corporation; Cornerstone Animal Health*

September 22, 2015 – The FoodSource Corporation has engaged the services of Cornerstone Animal Health to market their patented animal drug delivery technology to the Animal Health Marketplace. FoodSource is the maker of Incortrix, a matrix derived of food ingredients that is formed in a proprietary process that allows incorporation of active ingredients in a low temperature environment. Incortrix is biodegradable, USDA, FDA and EPA friendly and can be customized for highly enticing attraction and consumption for target animals. Incortrix is currently used in multiple products including fishing lures, wildlife repellents, attractants and nutritional aids, plus wildlife vaccine baits.

As part of the engagement, Will Gregory, a Business Development Consultant for Cornerstone, will lead the initiative and focus on developing strategic partnerships with manufacturers. Gregory has this to say about the FoodSource technology: “Incortrix is truly a revolutionary matrix that offers manufacturers the ability to incorporate exceedingly sensitive active ingredients into highly attractive treats or baits for animal consumption. Incortrix is the platform that will change the way we protect, strengthen, treat and apply therapy to companion and commercial animals in the future.”

Vince Palasota of Cornerstone believes the Animal Health Market is in great need for improved drug delivery. “We know that drug delivery is a significant challenge for the consumer and commercial animal markets. Highly effective drugs need consumer friendly delivery systems. We see Incortrix as the solution to remove the market challenges for manufacturers who face consumer frustration with current dosing routes. We also see Incortrix as the solution that will eliminate the need for injection, powder, gel, paste and pill delivery for some fantastic drugs.”

FoodSource is seeking partners interested in acquisition, joint venture or strategic R&D relationships to facilitate growth and expansion opportunities for the Incortrix technology. Steve Wisdom, President of FoodSource, believes Cornerstone is the perfect partner to open the right doors to that end. “The Cornerstone team is comprised of Animal Health Industry veterans who know the market from all angles. Their degree of expertise and network scope is exactly what we need to grow the value of the FoodSource assets and increase the commercial presence of the Incortrix platform.”

### **About FoodSource's Incortrix**

FoodSource's matrix, Incortrix, is the result of a Technology Transfer process of a commissioned R&D project at Auburn University which produced a patented 100% biodegradable and consumable fishing lure for the recreation and leisure fishing industry. Incortrix has since been successfully used in the development of biodegradable delivery systems for wildlife repellants and attractants. Additionally, Incortrix has been successfully used in creating oral delivery systems for vaccines to wildlife, which led to the award of a second patent for Oral Animal Drug Delivery Systems.

### **About The FoodSource Corporation**

The FoodSource Corporation is a privately held company based in Birmingham, Alabama. FoodSource is focused on the development of delivery systems for active ingredients using their patented matrix, Incortrix. FoodSource has a R&D facility which includes laboratory expertise and equipment allowing for successful collaboration in commercial product development and in grant based research for government agencies and universities.

### **About Cornerstone Animal Health**

Cornerstone Animal Health is a commercialization firm in the Animal Health Market offering an unprecedented portfolio of services to companies at all stages of existence in the industry. From startup assistance to reenergizing stagnant brands to investing in emerging technologies, Cornerstone is able to custom design solutions to assist any company with growth and development needs. Cornerstone was founded by a team of proven leaders with extensive sales and marketing experience in distribution, manufacturing, big box and pet specialty retail.

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