

Nanotechnology powered OilFresh entering Restaurant & Foodservice Industry
-Frying Oil Stays Fresh Longer Through Nanotechnology-

SUNNYVALE, CALIFORNIA -- March 5, 2006 -- OilFresh Corporation today announced the U.S. market introduction of the OilFresh™ 1000 and 3000 series frying oil extender, a catalytic device for use in restaurant deep-frying machines. Powered by nanotechnology, the OilFresh™ 1000 and 3000 series keep frying oil fresh significantly longer, while affording restaurants the consistency in the quality of fried food. Unlike conventional filtration systems that simply filter out unwanted burned food particles or sediments in the oil, OilFresh works to suppress the oil breakdown process in the first place. The result is better taste, crisper deep-fried foods, better consistency of product, lower costs and greater profits, and substantial benefits to health and the environment.

“Usually, when frying oil is exposed to heat in a deep-fryer,” observes Sonny Oh, founder and CEO of OilFresh Corporation, “it immediately starts to deteriorate. Without a product like OilFresh, the smaller molecules of fresh, fine oil react with oxygen and begin to polymerize -- to lump together -- which makes the oil more viscous, as well as rancid and foul-smelling. The oil also becomes less efficient in its heat conductivity, which does even more damage to the flavor and texture of the food being fried. OilFresh is the solution to all these problems and more.”

Simple to use, yet highly sophisticated in its engineering and design, OilFresh is poised to revolutionize America's approach to deep-frying. It is not an additive, not a chemical, not a stabilizer or a filtration system, but an entirely new, patented, technological innovation. OilFresh is authorized by the USFDA and completely safe to use. OilFresh™ 1000 series are designed for open gas fryers from most of major fryer manufacturers including Frymaster Dean, Frymaster, Pitco, Imperial, American Range and many more, and OilFresh™ 3000 series are designed for use in the open electric fryers. At present, OilFresh™ 3000FS is the first and only available model in its series only for use with Frymaster electric fryer, and other 3000 series models will follow with time. The OilFresh Corporation will also custom-design products to suit a manufacturer's specific needs.

The concept behind OilFresh is based on the leading-edge science of nanotechnology, in which, as Sonny Oh describes it, “surface areas are increased exponentially by reducing the surface particle size to the nano-level -- about 1/100,000th the width of a human hair -- which greatly enhances the material's physical and chemical properties.” Used in a deep-fryer, the OilFresh™ 1000 and 3000 series act as a catalyst. Despite its relatively small size, it exposes a huge surface area to the oil -- diverting oxygen away from the oil and preventing the oil from clumping. It also allows for a shorter frying time, with less oil remaining in the food.

Satisfied customers are already reaping the rewards of OilFresh, and praising its effectiveness and versatility. “I went from 55 gallon of vegetable oil down to 30 gallons a week, but what I liked most about OilFresh is the food taste better,” notes Sean Edelman, head chef of Ruby Foo's Restaurant in New York city.

Steve Fujii, owner of three Japanese restaurants, including the critically acclaimed Ebisu Sushi in San Francisco, adds, "Our oil sales rep noticed that we'd had a sudden drop in oil consumption from an average of 15 cans down to only 7 cans a week, and with great concern, he asked me if our business wasn't doing well. I was happy to tell him that it was quite the opposite -- our oil lasts longer now, so we simply don't need to replace it as often. We are totally satisfied with the outstanding performance of OilFresh."

Standard OilFresh™ 1000 and 3000 series models can be purchased for under \$400 from dealers and pay for itself many times over. Looking beyond economic factors to health concerns, OilFresh offers benefits that have never before been possible. With current medical research warning of the dangers of trans-fat products, OilFresh allows restaurants to switch from hydrogenated and partially hydrogenated products to safer vegetable oils. "Restaurants can now provide healthier fries, while they lower their total oil cost," notes Kirk Scarborough, CEO of California Rice Oil Company, whose product, a pure and healthful alternative, is well suited to the OilFresh device. "We are delighted to see this kind of product becoming available on the market -- and we hope to see a 'Trans-Fat-Free' world sooner!"

The OilFresh device, with its sleek, flat stainless-steel case enclosing nanoceramic catalytic inserts, is easy to install -- just hang it in the deep-fryer under the grill rack -- and easy to maintain. It can remain in the deep-fryer between uses, and it cleans by simply boiling in water two or three times a month. OilFresh is ideal for small family restaurants, large fast-food franchises such as McDonald's, Burger King and Kentucky Fried Chicken, and everything in between. It is well suited for American mainstays such as French fries and fried chicken, and also meets the needs of Asian-style restaurants -- for deep-frying everything from Chinese eggrolls to Japanese tempura. Moreover, OilFresh reduces off-odors so well that a cook can switch back and forth from seafood to vegetables to meats without carryover flavors.

"We are very excited about the potential of OilFresh," concludes Sonny Oh, whose technological vision has allowed him to achieve his socially responsible goals, "and our company takes great pride in the contribution that our products can make. We are helping restaurants succeed financially, while helping to promote better health overall. Because our OilFresh device refines and reconditions oil so well, far less waste oil -- especially the thick residues from large-scale commercial fryers -- is discarded into the environment."

The OilFresh™ 1000 and 3000 series are available throughout the United States, and comes with a 2-year limited warranty. OilFresh Corporation is located in Sunnyvale, California, with partners in the U.S.A. and Japan. For more information about OilFresh, call 408-744-9575 or visit www.oilfresh.com.

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