



FOR IMMEDIATE RELEASE

**Standard Process Matches Customer Pledges Dollar-for-Dollar to
the Foundation for Chiropractic Progress**

PALMYRA, Wisconsin (January 8, 2008) – Standard Process Inc.[®], a Wisconsin-based manufacturer of nutritional whole food supplements, and the Foundation for Chiropractic Progress (F4CP) have been working together to increase public awareness and appreciation of the value of chiropractic care. Standard Process is calling on its Chiropractic customers to join in the effort by pledging donations to the F4CP. To make each donation go further, Standard Process will match **dollar for dollar** every pledge made in 2008 (up to \$100,000) to the F4CP by any Standard Process Doctor of Chiropractic customer.

“Since 2005, we have been encouraged by our customers’ positive response for supporting the Foundation’s efforts. We are excited to see the impact this campaign will have on the future of chiropractic. Together we can help raise awareness of chiropractic by supporting the Foundation,” said Charles DuBois, president of Standard Process. To date, Standard Process has committed over \$250,000 to FCP to support the growth of this industry and ensure that it will thrive for many years to come.

Financial support, from companies like Standard Process, has allowed the Foundation to spur a massive media campaign. Coverage has included: print ads in *Newsweek*, *U.S. News and World Report*, and *The New York Times*; TV commercials reaching over 150 million households; an advertorial reaching 2.8 million subscribers; and monthly radio announcements aired by 100 AM/FM stations.

Broad financial support will enable the Foundation to reach more markets. Tax-deductible donations can be sent to the Standard Process corporate office. Customer contributions and the Standard Process corporate match will be forwarded on to the F4CP. For more information on the Standard Process F4CP Match program, call Mary Beth Larsen, chiropractic relations manager, at 800-848-5061 or e-mail at mblarsen@standardprocess.com.

###

About Standard Process Inc.

For more than 75 years, Standard Process has provided health care professionals with high-quality, nutritional whole food supplements. The company is in the third generation of family-ownership. Unique in the nutritional supplement industry, Standard Process grows crops on company-owned, organically-certified farms. Standard Process utilizes state-of-the-art manufacturing practices which meet the Food and Drug Administration's good manufacturing practice requirements.

Standard Process has more than 160 products, available only through health care professionals. The company continuously researches and develops new whole food nutritional products to address patient needs.

For additional information about Standard Process, contact Tammi Geiger, director of marketing, at 262-495-6423 or visit www.standardprocess.com.

About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.