



Mineral Resources International, Inc.

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For Immediate Release

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Mineral Resources International Launches FortiSalt™—The Mineral Supplement that Tastes Better than Salt

Patent-Pending FortiSalt Turns Food into a Dietary Supplement



Patent-Pending FortiSalt™, MRI's newest product innovation.

(July 23, 2007) Ogden, UT —Mineral Resources International, Inc. (MRI) has unveiled its new, patent-pending product, FortiSalt™, available through the Health Solute ions product line, at Natural MarketPlace 2007, the Natural Products Association's annual show.

FortiSalt is an innovative dietary supplement designed to fortify the diet with broad-spectrum essential minerals and trace minerals in nutritionally significant amounts. FortiSalt is a good source of ten essential minerals plus it provides fortified levels of trace minerals—excluding iron—and added boron.

“We are thrilled to take FortiSalt to market with patent pending,” stated Val Anderson, director of sales and marketing for MRI. “We have worked with scientists both in the U.S. and U.K. who have demonstrated that fruits, vegetables, meat, and dairy have been decreasing in mineral and trace mineral nutrition with a marked difference between the current food supply and that of just fifty years ago.”

“Consumer surveys have also shown that most people prefer to get their nutrition from good food rather than a pill. FortiSalt is the ideal way to supplement the diet with essential minerals and trace minerals by easily and tastefully enriching the food we eat,” added Anderson.



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FortiSalt is a liquid with easy-to-measure dosing. A serving size is one teaspoon with the recommendation that an individual consume three servings daily divided evenly with meals. Three servings of FortiSalt provide 50 percent of the daily value for copper, chromium, iodine, magnesium, manganese, molybdenum, selenium, and zinc.

Of the taste, Anderson said, "FortiSalt tastes salty, as consumers would expect, but better. Sprayed on food, it does not necessarily taste like a better salt, but more like salt on *better* food."

Each 16-oz. bottle provides three servings daily for 32-days and has an MSRP of \$12.50.

About Mineral Resources International, Inc.:

Founded through a parent company in 1969 by the Anderson family, Mineral Resources International, Inc. (MRI) (www.mineralresourcesint.com) specializes in developing, manufacturing, and distributing noteworthy nutritional supplements in liquid, tablet, and powder delivery forms integrating naturally occurring minerals and trace minerals harvested from Utah's Great Salt Lake. Through its close relationship with Northshore Limited Partnership, its exclusive supplier and the only government-inspected, food-grade, solar evaporation mineral harvester on the Great Salt Lake, MRI, Inc. goes to great lengths to ensure an all-natural mineral and trace mineral product while maintaining consistent standardization, concentration, and balance in each lot of product produced. MRI, Inc. manufactures a complete line of dietary supplements ranging from multi-vitamins to targeted nutritional formulas using bioactive, ionic minerals. In addition, MRI, Inc. provides a range of natural ionic mineral ingredients. MRI's products are sold worldwide through a variety of distribution channels including health food stores, salons and estheticians, and natural health care practitioners.