



Bi-Coastal Pharmaceutical Corp.®

Sales, Marketing, Consulting



Press Release

NutraCea Signs Agreement With Bi-Coastal Pharmaceutical to Secure Mass Market Distribution for Its Revolutionary Patented Stabilized Rice Bran Products

Friday July 22, 10:20 am ET

EL DORADO HILLS, Calif., July 22 /PRNewswire-FirstCall/ -- NutraCea (OTC Bulletin Board: [NTRZ](#) - [News](#)) announced today it has signed an agreement with Bi-Coastal Pharmaceutical Corporation, based in Red Bank, N.J., to assist NutraCea in pursuing an agreement for significant market distribution of NutraCea's patented stabilized rice bran products through one or more of Bi-Coastal's associates. Bi-Coastal has pharmaceutical partners in supermarkets, chain drugstores and over 30,000 independent pharmacies. NutraCea's stabilized rice bran formulas target a variety of health issues, such as arthritis, heart disease, diabetes and gastrointestinal health.

Ralph Massa, Jr., Bi-Coastal Pharmaceutical's President and Chief Operating Officer, stated the following regarding the collaboration with NutraCea: "We are pleased to be working with NutraCea as a strategic extension of their company. We plan to secure distribution for their exciting and growing line of patented stabilized rice bran-based products through one or more of our various pharmaceutical partners, which include supermarkets, chain drug stores as well as wholesalers servicing over 30,000 independent pharmacies."

"The engagement of Bi-Coastal Pharmaceuticals is another step in executing our business plan and is a strategic advancement for our company in terms of securing worldwide distribution of our extensive line of patented proprietary formulations. These formulations are uniquely different in that they contain an ingredient that only NutraCea can supply, a nutrient-packed, pre-digested derivative of stabilized rice bran. We aim to bring our products to market through relationships, such as the one we are announcing today with Bi-Coastal, and are confident that it will result in substantial revenues for the company," stated Brad Edson, President of NutraCea.



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"In addition, we will also be working on obtaining distribution of their product line through the bidding of state and government agencies. Bi-Coastal retains the communications and lobbying firm Princeton Public Affairs Group (PPAG), which is considered to be one of the most highly regarded lobbying firms in Washington, D.C., and will be assisting us in this process," Massa added.

About Bi-Coastal

Bi-Coastal Pharmaceutical Corp. is a diversified sales, marketing and consulting company headquartered in Red Bank, New Jersey, and founded in 1982 by Ralph Massa, Sr. The multi-faceted company has marketed and sold products for many well-known companies in the pharmaceutical industry, such as Warrick Pharmaceutical, the generic division of Schering-Plough, Amide Pharmaceutical, Lannett Company and West-ward Pharmaceutical. Bi-Coastal's marketing and consulting projects have included such branded pharmaceutical companies as Bioglan, Enzon and Scios, which was acquired by Johnson & Johnson in 2003. Bi-Coastal was also responsible for introducing Novopharm, one of the largest pharmaceutical companies in Canada into the United States in 1987 (Novopharm was acquired by Teva Pharmaceutical in 2002). Since the year 2000, Bi-Coastal's sales and marketing efforts have generated gross sales in excess of \$500 million dollars. In July 2004, Bi-Coastal executed an agreement with Wellspring Pharmaceutical and Abrika Pharmaceutical for the manufacture and distribution of bethanechol chloride tablets, a \$50 million dollar product in the U.S. Bi-Coastal's core focus is to obtain proprietary rights to pharmaceutical products through agreements with U.S. and foreign manufacturers, independent laboratories and the acquisition of approved Abbreviated New Drug Applications from other companies. Ralph Massa, Jr., serves on the business advisory board of the Philadelphia-based financial institution Sovereign Bank.



United We Stand

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About NutraCea®

NutraCea is a leader in stabilized rice bran nutrient research and dietary supplement development. The Company has developed intellectual property to create a range of proprietary product formulations, delivery systems and whole food nutrition products. NutraCea's proprietary technology enables the creation of food and nutrition products from rice bran, normally a waste by-product of standard rice processing. In addition to its whole foods products, NutraCea develops families of health-promoting "nutraceuticals," including natural arthritic relief and cholesterol-lowering products, and all-natural "cosmeceutical" beauty aids. More information can be found in the company's filings with the SEC, and you can visit the NutraCea web site <http://www.NutraCea.com>.

Forward-Looking Statements

This release contains statements that are forward-looking. These statements are made based upon current expectations that are subject to risk and uncertainty. The Company does not undertake to update forward-looking statements in this news release to reflect actual results, changes in assumptions or changes in other factors affecting such forward-looking information. For example, the Company has no assurance that the relationship described above will result in any agreements for the sale or distribution of any of the Company's products, or that any such sales or distribution will be on terms favorable to the Company. Assumptions and other information that could cause results to differ from those set forth in the forward-looking information can be found in the Company's filings with the Securities and Exchange Commission, including the company's most recent periodic report.

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