



Bi-Coastal Pharmaceutical Corp.®

Sales, Marketing, Consulting



Press Release

NutraCea Signs Binding Letter of Intent with StoneBridge Pharma LLC

Wednesday March 29, 8:00 am ET

StoneBridge to Distribute RiceMucil(R) Wafers in National Chain Drug Stores, Supermarkets and Mass Market Retailers for Gastrointestinal Disorders

EL DORADO HILLS, Calif., March 29 /PRNewswire-FirstCall/ -- NutraCea (OTC Bulletin Board: [NTRZ](#) - [News](#)), a world leader in stabilized rice bran technology, announced today that the Company has signed a Binding Letter of Intent (LOI) with StoneBridge Pharma, LLC, to market a line of over-the-counter products under the RiceMucil® name. The product line will target the human fiber market with a focus on a wide range of gastrointestinal disorders. StoneBridge Pharma is a privately held, international pharmaceutical company.

The terms of the Binding Letter of Intent require both parties to reach a definitive agreement within 45 days. In addition, the LOI states that StoneBridge, depending on the achievement of specific goals, including minimum sales volumes, will have the right to market the fiber products for seven years with an option to renew for additional three year periods.

"We are pleased to enter into this Binding Letter of Intent with StoneBridge, a quality provider of specialty pharmaceutical products to chain drug stores, wholesalers, supermarkets, mass market retailers, and over 30,000 independent pharmacies. We believe they will be a strong partner to distribute our quality line of nutritional rice fiber products," said Bradley Edson, President and CEO of NutraCea.

"We are delighted to have secured a novel product line for the human fiber market," stated Robert Sykora, R.Ph., and President of StoneBridge Pharma. "The products will provide consumers with an alternative natural, nutritional fiber made from fractionated rice bran that could have a positive impact on their health in many ways beyond the commonly used fibers that are currently on the market today."

According to NutraCea, the nutritional insoluble fiber fraction of stabilized rice bran -- the core ingredient in the RiceMucil® line of products developed for StoneBridge -- contains antioxidants, phytosterols, vitamins, minerals and many other naturally occurring nutrients that may have a favorable effect on gastrointestinal disorders.



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Bi-Coastal Pharmaceutical Corp., a strategic partner company to NutraCea, was instrumental in the facilitation of the StoneBridge agreement. NutraCea announced on July 22, 2005 that it had signed an agreement with Bi-Coastal to secure market distribution for its line of patented stabilized rice bran products. Bi-Coastal Pharmaceutical continues to work with NutraCea in securing marketing, licensing and distribution agreements with pharmaceutical companies and pursuing relationships for the sales and distribution of its proprietary stabilized rice bran products and technology.

Ralph Massa, Jr., Bi-Coastal Pharmaceutical's President and Chief Operating Officer, stated the following concerning the agreement, "Bi-Coastal has shared a mutually beneficial business relationship with individuals at StoneBridge dating back to 1991 and likewise, I am confident that StoneBridge will be an excellent long-term distribution partner for NutraCea. The company's highly experienced sales team has outstanding relationships in all major channels of distribution in the pharmaceutical industry which will undoubtedly secure increased market share for these products."

About NutraCea

NutraCea is a world leader in stabilized rice bran technology. Through its wholly owned subsidiary RiceX, the company manufactures as well as distributes products and food ingredients made from Rice Bran through its proprietary technology and processes. The Company has developed intellectual properties 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 wasted 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. More information can be found in the company's filings with the SEC and you can visit the NutraCea web site at <http://www.NutraCea.com>.



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About StoneBridge Pharma LLC

StoneBridge Pharma, a Georgia based LLC, is a specialty pharmaceutical company focused on solutions to address unmet needs that are clinically useful and financially advantageous to the patient, physician, and StoneBridge in the areas of gastroenterology, ophthalmology, and women's health.

Since its creation, StoneBridge has cultivated a culture that values entrepreneurial zeal, innovation, market knowledge, and service excellence in order to identify the most critical healthcare issues for its market segments, develop solutions to those issues, and measurably improve the quality of healthcare.

StoneBridge has a simple -- yet powerful -- business strategy:

1. Seek partnerships with companies that have successful and proven products.
2. Use the knowledge and expertise of a management team with more than a century of collective experience in the pharmaceutical industry.
3. Maximize the performance of a specialized and highly targeted sales and marketing team.
4. Use a variety of approaches to revitalize and re-market products such as:
 - Marketing new drug delivery methods or formulations
 - Initiate special sales and marketing programs through the focused sales team

StoneBridge Pharma is a leader in Alliance Management with its focused approach of maximizing value from product initiation through product maturity to lifestyle optimization following patent expiration. For more information, visit the company's website at

<http://www.stonebridgepharma.com> .



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About Bi-Coastal Pharmaceutical Corp.

Bi-Coastal Pharmaceutical Corp. is a diversified Sales, Marketing and Consulting company headquartered in Red Bank, New Jersey and was founded in 1982. 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, and Amide Pharmaceutical. For more information on Bi-Coastal Pharmaceutical, please visit the Bi-Coastal website at <http://www.bicoastalpharm.com>.

Forward Looking Statements

This release contains forward-looking statements. Actual results may differ from those projected due to a number of risks and uncertainties, including, but not limited to the matters specified in the Company's filings with the Securities and Exchange Commission. 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. 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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