



## NEWS RELEASE

### CRISPTek HEATS THINGS UP AS THE CENTER'S NEWEST RESIDENT

Columbia, MD (September 9, 2008) – The five founders of CrispTek, Ron Friedman, Wayne Swann, Roch Kallmyer, John Howell, and Ray Jones, met during a Technology Transfer class *“Taking Inventions to the Market Place”* at Howard Community College.

“The business grew out of one of the case studies evaluated during the class,” said Ron Friedman, President of CrispTek.

CrispTek’s goal is to develop the best gluten-free, low oil uptake frying batter for retail, commercial and institutional markets.

Its first product, Choice Batter™, is based on an exclusive license to a patent developed by the United States Department of Agriculture (USDA). The technology uses rice’s natural water absorbing characteristics to resist oil uptake when prepared as a batter coating for fried foods. Laboratory tests have shown fried foods coated with the batter absorb up to 60% less oil than commonly used wheat-based batters, and the coating is gluten-free and kosher.

The new product, Choice Batter™, will address two major health issues - the over consumption of oils in fried foods, and gluten intolerance - while delivering excellent textural and taste qualities. Ultimately, the product will help reduce the more than 50 pounds of oils and fats consumed per person in the US each year.

Future plans for CrispTek include developing its e-commerce website to serve its market base, and introducing the product to commercial and institutional markets.

CrispTek executives expect to focus on these initiatives over the next year.

“The move to the NeoTech Incubator will offer us tremendous support and networking opportunities,” said Friedman. “As we move forward with our endeavors, we expect the NeoTech Incubator to be a great contributor to our success.”

“We are excited that CrispTek has joined the NeoTech Incubator,” Carol Morrison, Director of the NeoTech Incubator at the Center for Business and Technology Development. “We look forward to helping CrispTek continue its success in the future.”

**About CrispTek, LLC:** CrispTek, was founded in 2007, as a response to consumer demand for reduced fat diets, and gluten-free cooking alternatives. Its first product, Choice Batter™, is based on an exclusive license to a patent developed by the United States Department of Agriculture (USDA), provides a healthier alternative that allows people who are gluten sensitive to enjoy their favorite fried foods. Initial product roll-out is scheduled for later this fall, and will be available for purchase online at [Crisptek.com](http://Crisptek.com). To get more information on Choice Batter or CrispTek, please call 410-715-2009 or visit [www.CrispTek.com](http://www.CrispTek.com).