

For Immediate Release

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GI Society and SOS Cuisine.com – a Perfect Pairing for GI Patients with Special Dietary Needs

Montreal, Quebec, 1 May 2013 – The GI (Gastrointestinal) Society has teamed up with Sukha Technologies Inc. to help Canadians affected by gastrointestinal conditions eat well while managing GI symptoms.

SOSCuisine.com, developed by Montreal-based Sukha Technologies Inc., is an innovative online service offering specialized meal plans, including several for gastrointestinal (GI) conditions. These currently include gastro-esophageal reflux disease (GERD), diverticular disease, constipation, lactose intolerance, and celiac disease, with others, such as irritable bowel syndrome (IBS), under development. Registered dietitians develop these meal plans using the evidence-based recommendations of respected health resources and organizations, including *Canada's Food Guide* and the GI Society. The SOSCuisine.com service is available in the ten Canadian provinces, in both English and French.

Through this strategic collaboration of shared expertise and cross-linking, individuals can access reliable information about GI diseases and disorders as well as available meal plans through both SOSCuisine.com and the GI Society's trusted website, badgut.org | mauxdeventre.org.

"We are pleased to collaborate with an organization whose mission and values interconnect with our own," said the GI Society's President and CEO, Gail Attara. "Diet plays an important role in maintaining a healthy gastrointestinal tract, and the resources available on SOSCuisine.com could be very helpful toward achieving health goals."

GI conditions such as GERD are often trivialized despite their capacity to create suffering and hardship. Approximately 24% of Canadians experience heartburn daily, and 43% of the population experience heartburn as much as once or twice per week. Even more prevalent, more than 50% of Canadians older than 50 years age have diverticular disease. These patients and many others may benefit from balanced, often preventative diets tailored to their GI conditions.

Each meal plan comes with all recipes, a grocery list, a how-to action plan, and complete nutritional information. SOSCuisine.com's team updates the meal plans every week to take advantage of foods that local grocery store flyers are featuring and that are in season in a subscriber's region.

SOSCuisine.com offers some weekday dinner meal plans at no charge while a paid membership provides complete access to condition-specific meal plans that ensure all dietary recommendations are consistently met, including daily calorie, macronutrient and micronutrient intake distribution.

Pierre Lamontagne, Vice President R&D of Sukha Technologies Inc. said, "We are proud to see our work recognized by the GI Society and to support its invaluable activities." Sukha Technologies Inc. will donate a percentage of subscribers' membership fees, which range from \$7.95-\$9.95 per month, toward the charitable work of the GI Society.

Visit www.badgut.org or www.soscuisine.com or to learn more.

The GI (Gastrointestinal) Society (badgut.org)

As the Canadian leader in providing trusted, evidence-based information on all areas of the gastrointestinal tract, the GI Society is committed to improving the lives of people with GI and liver conditions, supporting research, advocating for appropriate patient access to healthcare, and promoting gastrointestinal and liver health.

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Sukha Technologies Inc. (sosuisine.com)

Sukha Technologies Inc. is a Montreal-based company that specializes in advanced Decision-Support Systems for Medical Nutritional Therapy as well as non-medical applications. Through its SOSuisine.com online service, it helps more than 350,000 Canadian families plan and prepare healthy meals tailored to their individual dietary requirements.

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