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## **GLG LAUNCHES NEW CORPORATE BRAND AND EXPANDS ITS PRODUCT OFFERINGS**

**Vancouver, British Columbia, Jan. 27, 2015** - GLG Life Tech Corporation (TSX: GLG) (“GLG” or the “Company”) is pleased to announce today its new corporate brand and logo, as well as two new expanded product offerings. GLG’s rebranding emphasizes the Company’s Canadian heritage and reflects its new business strategy, which encompasses three complementary product lines. Concurrent with the release of its new brand and logo, GLG has launched today its new website, presenting a renewed focus on GLG’s closed loop system that includes superior agriculture programs, production excellence, and its focus on sustainability and corporate social responsibility throughout the supply chain.

The vision for the new brand and logo came together in a symbolization of several essential aspects of our Company’s strategy. The maple leaf, a beloved Canadian symbol, forms the centerpiece of our new logo symbolizing our roots as a public company in Canada. 2015 marks GLG’s 10<sup>th</sup> anniversary as a publically traded company in Canada. The outer portion of the logo – a circular trio of crescents – symbolizes GLG’s three core product lines; stevia extracts, long its flagship product; monk fruit, with GLG entering the market as the highest-capacity producer of this highly desired sweetener; and its Naturals+ line of ingredients that brings both functional ingredients complementary to the sweetener space as well as products tailored to meet particular market needs. The brand and logo well captures the essence of GLG as a proudly-Canadian innovator and leader in the world of natural zero calorie sweeteners.

Company CEO and Chairman, Dr. Luke Zhang, remarking on GLG’s rebranding, observed that “GLG has undergone several key developments in the last twelve months, including the development of its monk fruit supply chain, its GRAS filings on new stevia and monk fruit products and several game-changing agriculture breakthroughs. As the Company enters its tenth year of business as a Canadian-based natural zero-calorie sweetener provider, we are pleased to launch our new brand, logo and website that better represent the Company’s achievements and business strategy going forward. We enter 2015 with immense pride in the achievements of our team members to date and remain excited about the future for natural zero calorie sweeteners in the coming months and years.”

The launch of GLG’s new website ([www.gglifetech.com](http://www.gglifetech.com)) elaborates on these themes, and more. Visitors will find even greater emphasis on our world-class agricultural programs, including the development of superior non-GMO varieties of stevia and, soon, monk fruit, our technological prowess in the production and innovation arena and our commitment to sustainability and corporate social responsibility. Through the vision of its leaders, the excellence of its team members and the holistic

nature of and demanding standards manifest throughout its supply chain, GLG leverages these assets to provide leading natural sweeteners and ingredient solutions to businesses globally.

GLG's website also profiles its new monk fruit line of business, under which GLG recently launched its MonkGold™ line of highly purified monk fruit extracts. Additionally, in the Products section, GLG profiles its key product offerings for both stevia and monk fruit; all products in these two categories have been submitted to the GRAS process, with the company receiving to date seven Letters of No Objection from the FDA.

GLG is also pleased to announce today two new products specifically formulated for two industry applications. BakeZeroCal™, for the baking industry, provides significant calorie reduction while also providing the bulking and browning attributes commonly desired by bakers and consumers alike. BevSweet™, for the beverage industry, allows food and beverage companies to reduce calories and naturally sweeten their products with decreased formulation time and with no solubility issues. Each product is a special blend providing an improved taste profile, including a well-rounded sucrose-like sweetness, and ease of use.

These new products are examples of the third element of GLG's strategy – going beyond stevia or monk fruit alone – to bring in-demand products to the market that leverage the Company's expertise in zero calorie natural sweeteners. BakeZeroCal and BevSweet will enable companies to formulate new products and reformulate existing products with less complexity and lower cost. For customers with specific requirements, GLG also can offer tailor-made blends with varying degrees of sweetness and granule size. Furthermore, these products are offered without any artificial sweeteners; instead using either stevia or monk fruit or both as key sweetener ingredients. These ingredients do not increase blood sugar levels and are suitable for consumers with a variety of dietary constraints.

GLG is in its second decade of operation with its headquarters in Vancouver, Canada, and looks forward to serving the global food and beverage industry with better Stevia, better Monk Fruit and more.

For further information, please contact:

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#### **About GLG Life Tech Corporation**

GLG Life Tech Corporation is a global leader in the supply of high-purity stevia extracts, an all-natural zero-calorie sweetener used in food and beverages. GLG's vertically integrated operations cover each step in the stevia supply chain including Non-GMO stevia seed breeding, natural propagation, stevia leaf growth and harvest, proprietary extraction and refining, marketing and distribution of the finished product. GLG has similarly positioned itself, through parallel vertically integrated Luo Han Guo operations, to be a leader in the supply of high-purity Luo Han Guo extracts. Additionally, to further meet the varied needs of the food and beverage industry, GLG has launched

its Naturals+ product line, enabling it to supply a host of complementary ingredients reliably sourced through its R8 supplier network in China. For further information, please visit [www.glglifetech.com](http://www.glglifetech.com).

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**Forward-looking statements:** *This press release may contain certain information that may constitute “forward-looking statements” and “forward looking information” (collectively, “forward-looking statements”) within the meaning of applicable securities laws. Such forward-looking statements include, without limitation, statements relating to product expectations, market conditions and demand for different sweetener products, and expected plans for or results of GLG’s agricultural programs. Often, but not always, forward-looking statements can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes” or variations of such words and phrases or words and phrases that state or indicate that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved.*

*While the Company has based these forward-looking statements on its current expectations about future events, the statements are not guarantees of the Company’s future performance and are subject to risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from future results expressed or implied by such forward-looking statements. Such factors include amongst others the effects of general economic conditions, consumer demand for our products and new orders from our customers and distributors, changing foreign exchange rates and actions by government authorities, uncertainties associated with legal proceedings and negotiations, industry supply levels, competitive pricing pressures and misjudgments in the course of preparing forward-looking statements. Specific reference is made to the risks set forth under the heading “Risk Factors” in the Company’s Annual Information Form for the financial year ended December 31, 2013. In light of these factors, the forward-looking events discussed in this press release might not occur.*

*Further, although the Company has attempted to identify factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*

*As there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements, readers should not place undue reliance on forward-looking statements.*