



Z Trim Holdings Seeks to Leverage International Expansion Opportunities in 2012

MUNDELEIN, Ill. , Dec. 20, 2011 -- **Z Trim Holdings, Inc. (OTC: ZTHO.PK)**, manufacturer of multifunctional dietary fiber ingredients for the food industry, today renewed its commitment to the development and expansion of its business in international markets expected to contribute to its continued growth in 2012.

In addition to leveraging new distribution and contract manufacturing agreements in the US, the Company is actively pursuing additional international expansion adding to recently signed agreements with Kienast & Kratschmer Ltda in Brazil and FX Morales & Associates in Mexico. Ongoing discussions with these companies and other potential partners are expected to result in new regional expansion activities in 2012.

"Throughout 2011 management has remained committed to building our capabilities and infrastructure to support our growth domestically and internationally, and we believe the stage is now set for success throughout 2012," stated Steve Cohen, Chief Executive Officer of Z Trim Holdings. "The unique product attributes and functional benefits that our multifunctional dietary fiber provides positions us to capitalize on the numerous opportunities that lay ahead of us, this includes expanding into untapped markets such as the Middle East and Asia, as well as, expanded regional developments throughout Latin and South America."

Through existing international relationships, Z Trim is exploring both distribution partnership as well as product development relationships that will allow Z Trim to enter new geographies as well as food categories such as meats and ingredient blending.

ABOUT Z TRIM®

Z Trim Holdings, Incorporated, www.ztrim.com, deploys technology, formulation, and product performance solutions built around cutting edge multifunctional dietary fibers for both domestic and international food markets. Made from either corn bran or oat hulls, Z Trim® fiber ingredients contribute multifunctional attributes for food product design and processing, including moisture management, texture and appearance quality,

fat and calorie reduction, clean labeling, and cost-control. Z Trim® can provide enhanced eating quality, outstanding product performance, and frequently, improved nutritional profiles in meats, sauces, dressings, microwaveable hand-held snacks, baked goods, fillings, toppings, prepared meals, ice cream, cream cheese, dips, and many other food products.

Forward-Looking Statements and Risk Factors

Certain statements in this press release are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of Z Trim Holdings to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. Other factors, which could materially affect such forward-looking statements, can be found in our filings with the Securities and Exchange Commission at www.sec.gov, including risk factors relating to our history of operating losses, that our auditors have expressed substantial doubt regarding our ability to continue as a going concern, the fact that we may dilute existing shareholders through additional stock issuances, and our reliance on our intellectual property. Investors, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements made herein are only made as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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