

NEWS RELEASE – For Immediate Release

**TASTY BRAND, INC. ANNOUNCES EXPANDED NATIONWIDE DISTRIBUTION
AT NATURAL PRODUCTS EXPO EAST (BOOTH #2743)**

*LEADING SPECIALTY BABY FOOD MANUFACTURER EXPANDS TASTYBABY® PRODUCT LINE
WITH ORGANIC INFANT CEREALS & LAUNCHES NEW TASTY BRAND™ KIDS SNACK LINE
WITH FUNCTIONAL & HEALTHY ORGANIC CONFECTIONS*

LOS ANGELES – SEPTEMBER 23, 2009 – Obese children make up 17% of the population ages 6-19 and are at risk for serious, life-long illnesses, and Childhood Obesity is now ranked as an "Epidemic" by health agencies (source: *Centers for Disease Control and Prevention*). Tasty Brand, Inc., founded by two moms on a self-proclaimed mission to help put an end to Childhood Obesity, today announced two new product lines that promote a "clean" organic diet such as the one recommended by doctors and nutritionists. The specialty baby food manufacturer is known for pioneering the category with its Tastybaby® frozen organic purées for babies and toddlers.

NEW: Tastybaby® Organic Infant Cereals



Tastybaby® Organic Infant Cereals are the only natural/organic baby cereals formulated for use at different times of day, and the ideal complement for the company's existing line of frozen organic purées, as the two may be mixed together or served separately. All three flavors are fortified with DHA and ARA fatty acids to support brain and eye development, Prebiotics (FOS) to stimulate "good bacteria" in digestion systems and protect against the development of allergies, iron and other essential vitamins and nutrients.

Tasty Day™ Oatmeal for morning/daytime use has soluble fiber which provides steady energy all day; Tasty Dreams™ Brown Rice for naptime/evening use is gluten-free, and has high-quality protein to promote relaxation and help build muscles during sleep; and Tasty Grains™ Multi-Grain for use any time of day is a well-balanced multi-grain formula for optimal nutrition. All three have fluffier flakes than leading brands, making Tastybaby® Infant Cereals more soluble and less prone to clumping.

"We are exceptionally proud to be launching this new addition to our brand," says Tasty Brand, Inc. CEO and co-founder Liane Weintraub. "We spent a great deal of time researching different cereal options and choosing the highest quality and safest supplements to create an infant cereal that would be the best possible nutritional start for babies."

Tastybaby® Infant Cereals will ship this week. The company already has orders in place from select Whole Foods Markets, HEB, King Soopers, Albertsons LLC, The Food Emporium and more, and will soon be available online at Amazon.com. The line is entirely grown, milled, manufactured and packed in America, and sold in the company's trademark "tasty...not wasty" packaging. Each 7-oz gusset bag is convenient, re-sealable and BPA-free, and printed with planet-friendly veggie inks.

NEW: Tasty Brand™ Organic Fruit Snacks



According to the National Confectioners Association's (NCA) 2009 Trend Report, even in economic uncertainty, the industry continues to post gains. This is encouraging news for Tasty Brand Inc., which will begin shipping its new Organic Fruit Gummy Snack line this week. Tasty Brand, Inc. is expanding into the functional and healthy organic confectionary market with a new label, Tasty Brand™, enabling the company to compete in the \$1.11 Billion US Organic Snack Food Industry.

Tasty Brand™ Organic Fruit Snacks will be marketed in the toddler and gummy snack categories and aimed at kids aged 2-102. These do not contain high-fructose corn syrup, gluten, fat or artificial colors, flavors or preservatives. Made with real fruit juice, each serving contains 100 percent of a child's recommended daily requirement of vitamin C.

"With the trend toward healthier, vitamin-fortified confections with substantially less sugar than other "treats," we knew we could use our experience creating healthy, organic foods within this market," says President and co-founder Shannan Swanson. "We're responding to requests from our consumers – parents of toddlers and young children looking for healthier snack options for their families." The company plans to introduce additional organic snack items in the coming months and years.

Tasty Brand™ Organic Fruit Snacks will ship this week. The company has orders from select Whole Foods Markets, HEB, King Soopers, select Kroger stores, Albertsons LLC, Food Emporium, and will soon be available online at Amazon.com. The snacks come in two packages: a box of five individual, 70-calorie pouches at a MSRP of \$4.99 per 4-oz box, and 2.75-oz "peg" bags at an MSRP of \$2.79.

About Tastybaby® Organic Purées



Tastybaby® is widely recognized as one of the most innovative brands in the specialty baby-food market due to its state-of-the-art blast-freezing technology and its departure from the traditional, highly processed, jarred foods, which previously dominated the baby food category. The Company's original, 10-item line of 100 percent Organic Frozen Baby Food was designed for three stages of infant development. This line is minimally processed and contains no additives, preservatives or stabilizers. It's also free of gluten, GMOs, added salt, added sugar, and citric or ascorbic acid.

About Tasty Brand, Inc.

Ms. Weintraub and Ms. Swanson, two eco-conscious moms with a shared mission to give babies a better start in life, founded Tasty Brand, Inc. They set out to change the world long before "change" became a global catchword. In response to growing fears about environmental hazards and alarming statistics related to childhood health risks, the two developed the Tastybaby® and Tasty Brand™ labels to create socially and environmentally responsible products that improve the lives of children and families.



Weintraub, a native New Yorker, earned a B.A. from Columbia University and M.A. from USC School of Journalism. Prior to founding Tasty Brand, Inc., she worked as a local TV reporter for United Paramount Network. In that capacity, she encountered many people with heart-gripping stories, the most touching of whom were children.

Swanson is a classically-trained chef who studied at Le Cordon Bleu in Paris. Her grandfather founded Swanson Frozen Foods, which literally changed the face of American at-home dining. As a chef, her philosophy is to create delicious and harmonious flavors with fresh, organic ingredients and without contrived ingredients. Both founders' commitment to the environment and to protecting children and their world from hazards created by previous generations continues to be an integral part of the company's mission.

Tasty Brand, Inc. uses the most eco-friendly packaging available (recyclable, biodegradable, BPA and petroleum-free materials), soy inks and renewable energy. The Company strongly supports Sustainable Agriculture, Fair Trade practices, and many non-profit organizations which address environmental and children's issues.

The line is available nationwide at select Whole Foods, select Super Targets and many other stores. Please visit Tastybaby.com for a complete listing of stores. Tastybaby is also the #1 frozen baby food brand on Amazon.com.

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