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NATURALLY SWEET BAKING COMPANY REVOLUTIONIZES CEREAL INDUSTRY

Introduction of All-Fruit Cereal Line Creates New Market

Nashville, TN, April 1, 2009 – Naturally Sweet Baking Company (NSBC), an innovative food technology company, today announced the introduction of its new line of cereal made from 100% whole fruit, the first of its kind brought to market. The non-perishable cereal is sold in single-serving, stay-fresh pouches. Each 1¾ ounce pouch holds the equivalent of 2 cups of fresh fruit.

“We have developed a new dehydration process that brings out the natural sweetness of the fruit while retaining its complete nutritive value,” explains Kirk Jordan, NSBC’s Vice President. “Fruit cereal is unique because it is made of only fruit but offers the same crispy, crunchy texture of popular sugar-and-grain cereals on the market today.”

NSBC’s goal is to provide new and tasty options for incorporating more fruit into the public’s diet, as the health benefits are numerous. The Center for Disease Control now advocates that people should consume about 2 cups of fruit per day. According to the American Dietetic Association, adding dietary fiber, found in fruits such as apples, decreases the risk for heart disease by lowering cholesterol and high blood pressure. Fruit cereal is a new and delicious way to get 2 cups of fruit in a single serving of breakfast cereal.

NSBC’s two introductory products, Sweet Jordan Apples and Tart Jordan Apples, are a healthy and delicious alternative to traditional breakfast cereal. “Fruit cereal is fruit perfected—the potential for this line of products is expansive,” said Jordan. Other fruit cereals are in development and will be available in the upcoming months, including peaches, pears, and apricots.

About Naturally Sweet Baking Company

Naturally Sweet Baking Company (NSBC) is an innovative food technology company developing and manufacturing new and unique products that incorporate natural whole fruit into the American diet. The natural sugars of fresh fruit are concentrated to create the sweet taste of all of NSBC’s products. Established in 2007, NSBC is headquartered in Nashville, Tennessee.

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