



Company Fact Sheet

Pleasantville Cookie Company is the Dublin, Ohio based manufacturer of **Mama Wisa brand** sugar free cookies, mixes and ingredients for low carb, diabetic or health-conscious consumers.

THE BASICS

Company Name: **Pleasantville Cookie Company**
Address: **PO Box 772 Dublin, OH 43017**
Phone: **614-801-0991**
Website: www.LowCarbCookies.com

THE PEOPLE

Owners: **Paul and Lisa Pleasant**
Media Contact: **Andrea M. Mondello, VP Sales & Marketing**
Email: andrea@mamawisa.com
Phone: **866-507-0511**

THE PRODUCT STORY

Mama Wisa brand products from Pleasantville Cookie Company are based on a mixture of almonds, oats and flax. They contain NO hydrogenated oils.

Mama Wisa brand products from Pleasantville Cookie Company are sweetened with Splenda® brand sweetener. The company chose Splenda® (sucralose) over sugar alcohols such as maltitol because of the unpleasant intestinal side effects many people report after the consumption of sugar alcohols, and because many diabetics and low carb dieters feel the practice of subtracting sugar alcohols from total carbohydrates to arrive at "net carbs" is questionable. When consumers see the carbohydrate count on our products, they can be confident that the number of carbs they see on our label is the number of carbs they are consuming!

THE PRODUCT NAMES

Mama Wisa's L'il Scoop Cookies – Chocolate, Peanut Butter and Pumpkin
Mama Wisa's Shake & Pour Pancake Mix
Mama Wisa's Natural Almond Flour
Mama Wisa's Donut Hole Mix
Mama Wisa's Muffin Mix
Mama Wisa's Cookie Mix
Mama Wisa's All-Purpose Bake Mix
Mama Wisa's Flax Flour

THE COMPANY STORY

- Pleasantville Cookie Company was founded by the husband and wife team of Paul & Lisa Pleasant, both Atkins dieters. Though they had good success with the diet, the couple had one problem: they missed having an occasional treat of cookies, muffins and other "goodies". So, they took matters into their own hands and started developing a low carb cookie recipe that became a hit with their growing number of low carb friends. They ended up making so many cookies, in fact, they had to start charging for them, and Pleasantville Cookie Company was born!
- Pleasantville Cookie Company began selling sugar-free cookies in November of 2001 to retail consumers on its website, www.LowCarbCookies.com. In the summer of 2003, the company discontinued direct sales to consumers in order to focus on its growing wholesale business.
- Mama's Cookies were featured on the October 5, 2003 edition of Supermarket Guru® Phil Lempert's radio program, which is aired on 138 stations across the US. Mama Wisa's L'il Scoop Cookies were also featured on CNN Headline News on two separate occasions during the month of November 2002, when Health Correspondent Kat Carney gave Mama Wisa's Cookies rave reviews.
- Pleasantville Cookie Company's VP of Sales and Marketing, Andrea M. Mondello, is also the founder of the popular low carb support website, **LowCarbEating.com**. The site began as a personal web page in 1999 and has since evolved into one of the most popular low carb support and information resources on the web. To date, Andrea has lost 90 lbs on the Atkins Diet. She continues to oversee operations of the site, which gets over 7,000 unique visitors a day.