



FOR IMMEDIATE RELEASE:

ATTUNE® ENCOURAGES EXPO WEST ATTENDEES TO “GET GUTSY” IN ANAHEIM
Probiotic Wellness Bar Maker Samples New Flavors, Honors Daily Gutsiness in Booth #4082

SAN FRANCISCO – March 13, 2008 – Attune Foods, makers of the first probiotic wellness bar, is celebrating the everyday examples of bold, courageous and gutsy behavior with the “Get Gutsy Sweepstakes” which will reward one lucky winner with a trip for two to Alaska with Backroads – the world’s number one active travel company.

Natural Products Expo West attendees can visit Attune Foods booth #4082 March 14-16th to share their gutsy stories – whether it’s learning to Tango, running a marathon or simply finding the courage to start a new job – to enter. The winning entry* will receive one Backroads Alaska trip for two people – a \$6,200 value, which includes \$1,000 for air transportation, lodging, most meals, ground transportation, activities, guides and more.

“Attune celebrates everyday wellness, especially digestive health which affects how we feel on a daily basis,” said CEO Rob Hurlbut. “Our products help people feel their best so they can listen to their guts and follow their dreams – big or small. This sweepstakes is our way of honoring everyday gutsiness.”

Attune Foods produces the popular Attune Probiotic Wellness Bars in chocolate and granola. Attune’s products can be found in the refrigerated yogurt aisle of more than 2,500 U.S. retailers such as Safeway, H-E-B and Whole Foods for maximum freshness and effectiveness of the cultures. Each Attune daily wellness bar is packed with five times the beneficial cultures found in yogurt in a portable, great-tasting bar.

Attune Foods is the first company to bring to market a chocolate bar that combines great taste with the digestive and immunity benefits of probiotics for everyday wellness. Attune’s patent-pending Chocolate Probiotic Wellness Bars are available in four varieties: *Chocolate Crisp*, *Mint Chocolate*, *Blueberry Vanilla* and, new for 2008, *Dark Chocolate*. Each 20-gram bar has 100 calories or less and is an excellent source of calcium. Attune Granola Probiotic Wellness Bars have a light, yogurt-flavored coating and are available in *Mango Peach* (new for 2008), *Wild Berry*, *Strawberry Bliss* and *Lemon Crème*. Each 40-gram bar has 170 calories and is an excellent source of calcium, a good source of protein and has 3 grams of fiber.

Probiotics are defined by the World Health Organization as live microorganisms which when administered in adequate amounts confer a health benefit on the host. Attune wellness bars contain three different specially formulated LAFTI® probiotic strains that are part of the natural

bacteria in our digestive systems. Attune's probiotics are clinically proven to help promote health and wellness, balance the digestive system and support a strong immune system.^{1, 2, 3}

Attune wellness bars offer a delicious way to enjoy the health benefits probiotics can provide. Each Attune wellness bar is packed with probiotics that help rebalance the digestive system to help the body function better:

- Attune's probiotics are proven to survive in the digestive tract, where they can provide optimal health benefits.
- Attune's probiotics have been clinically tested to support a healthy digestive system and a strong immune system.
- Attune wellness bars also include *prebiotics*, which support healthy digestive function and work in harmony with probiotics.

About Attune Foods

Attune Foods is a San Francisco-based company dedicated to creating great tasting foods that promote daily wellness. Attune Probiotic Wellness Bars combine great taste with the health benefits of probiotics to support digestive health, immunity, and overall health and well being. To find Attune wellness products, visit www.attunefoods.com.

About Backroads

Backroads was founded in 1979 by Tom Hale and has grown to be the world's #1 active travel company, with the most destinations, itineraries and annual departures in the active vacation industry. There are more than 1,700 scheduled departures in 2008. For 10 consecutive years, Backroads has been ranked among the Top 10 travel operators globally in the prestigious World's Best Award as voted on by travelers worldwide. Backroads is also a founding member of the elite Adventure Collection. Daily operating hours are 7 a.m. to 5 p.m. Pacific Time. Call +1-800-462-2848 or visit the Web site at www.backroads.com.

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* The final "Get Gutsy" winner will be drawn from all eligible sweepstakes entries – consumer and trade – from Natural Products Expo West and online at www.attunefoods.com. Winners will be selected in a random drawing from all eligible entries selected on or about 05/02/08. Contest rules are available at www.getgutsy.com.

¹ Clancy et al. Reversal in fatigued athletes of a defect in interferon gamma secretion after administration of Lactobacillus acidophilus. Br J Sports Med. 2006 Apr; 40(4): 351-354.

² Welin et al. Survival of L. Acidophilus and L. Casei in the human GI tract, perceived benefits on health. Nutrafoods 2005; 4 (2/3): 9-14.

³ Elahi et al. Enhanced clearance of Candida albicans from the oral cavities of mice following oral administration of Lactobacillus acidophilus. Clin Exp Immunol. 2005 Jul; 141(1): 29-36.