

PRESS RELEASE



FOR IMMEDIATE RELEASE

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Boise Idaho - Earthpure Organics™ Introduces Evolution™, Their New Line of Organic, Whole Food, and Fair-Trade-Certified Snack Bars Fortified with NutriPlankton™.

Boise Idaho, January 28, 2009 – Earthpure Organics™ introduces **Evolution™**, their new line of organic snack bars, made from raw super-food ingredients – their whole food bars are nutritionally balanced and packed with best-in-class USDA organic ingredients. Earthpure's **Evolution™ Energy Bars** are cold processed using organic extracts of Yerba Maté, Guarana, Green Tea, Madagascar vanilla beans, raw Agave syrup, raw Cacao powder, sprouted Chia seeds, and **NutriPlankton™**, a proprietary blend of marine phytoplankton - all providing a powerful dose of pure, natural, and nutritionally-fortified energy.

“Following our mantra to deliver quality organic products to the vending, food service and retail markets, our **Evolution™** development team has sourced organic ingredients from around the world and created a line of snack bars that are clearly best-in-class. Our evolutionary use of **NutriPlankton™** in snack bars, offers a nutrient-dense product that lives up to our philosophy of **Function First™**,” states Paul Frantellizzi, managing partner of Earthpure Organics™.

Earthpure™ will also introduce their new **Chocolate-Coconut-Almond** and **High Protein** bars - the 1.75 oz. **Evolution™** snack bars are coated with fair-trade-certified organic dark chocolate, and are expected in the retail marketplace Q2 2009, at a \$1.79 price point.

About Earthpure Organics™

Earthpure Organics™ is the private label brand/ sister company of **Nextgen Vending™**, the country's first and only eco-conscious, certified organic vending operator – Earthpure Organics™ develops best-in-class certified organic snacks and beverages for the vending, food service, and retail markets. Earthpure™ is a mission-driven company that relies on a core set of values in all its dealings – these values are: honesty, integrity, social responsibility, diversity, and family. Our mission to be a trusted leader in the organic food industry is firmly rooted in a powerful work ethic and our conviction that we can and should make a difference. Every Earthpure Organics™ product supports Green-e® Climate certified Bonneville Environmental Foundation wind power Green Tags®, giving consumers peace of mind, knowing they are not only helping themselves live more nutritiously, but also contributing to the health and wellness of our environment.

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