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## **FOR IMMEDIATE RELEASE**

### **Better Living Brands™ Announces Alliance Members** ***Members Bring Turnkey Organic Plus Health and Wellness Brands to Retailers Across the U.S.***

**LOS ANGELES, May 13, 2008** – Better Living Brands™ Alliance today announced the key licensees who will expand the U.S. retail presence of *O Organics™* and *Eating Right™*, two of the fastest growing organic and health and wellness brands. Member food companies include Lucerne Foods Inc., Overhill Farms, Inc., Ready Pac Produce, Inc. and Schreiber Foods Inc. Marketing and communications support will be provided by EMAK Worldwide, Inc. and CROSSMARK, Inc.

Better Living Brands™ Alliance was formed to meet consumer demand and fuel the consistent growth in consumption of organic foods, health and wellness foods, and beverages. *O Organics™* and *Eating Right™* are unique in meeting this demand on a national level because of their health benefits, their authentic sustainability benefits, their great taste and their variety across multiple categories. Formerly available exclusively at Safeway, these brands have grown to represent some of the most popular brands in the organic and health and wellness food categories, having been uniquely tested and refined in the “learning lab” of 1,740 Safeway stores in North America.

“Leading retailers understand that the health and wellness sector is in a high growth mode, and that the organic segment is at a tipping point, gaining more mainstream acceptance,” said Steven Hoffman, Managing Director of The Organic Center, a non-profit, independent research institute based in Boulder, Colorado. “Organizations such as the Better Living Brands™ Alliance benefit the food industry by deepening their involvement and visibility in the organic food trend and are supporting the transformation of the organic sector from niche to mainstream. Making great-tasting organic foods affordable and widely available to mainstream consumers is a huge opportunity for the industry, for organic agriculture, and for the environment.”

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Since its introduction over two years ago, *O Organics*<sup>™</sup> has grown to be the number one organic food brand in the U.S. More than 150 *O Organics*<sup>™</sup> products will now be available to customers nationwide this year. All are 95-percent+ USDA-certified, high quality organic food and beverage products targeted to the tastes of adults and children.

The Eating Right<sup>™</sup> brand, which unifies great taste with nutritional efficacy and offers an equally-wide assortment, was introduced at Safeway after *O Organics*<sup>™</sup> and is now one of the fastest growing health and wellness food brands.

With the capabilities of its world-class manufacturing, marketing, and distribution partners, the Better Living Brands<sup>™</sup> Alliance will expand *O Organics*<sup>™</sup> and Eating Right<sup>™</sup> from regional to national availability. The alliance offers proven, turnkey, multi-category lifestyle solutions that can increase retailers' sales to meet the growing demands of their shoppers. The robust supply chain network of the Better Living Brands<sup>™</sup> Alliance, allows retailers to develop their health and wellness categories quickly with unique and proven brands that meet the most stringent product quality requirements.

#### **About Better Living Brands<sup>™</sup> Alliance**

Better Living Brands<sup>™</sup> Alliance is a group of world-class food and beverage manufacturing, marketing and distribution companies formed to meet consumer demand and fuel consistent growth in consumption of organic and health and wellness foods and beverages. The Better Living Brands<sup>™</sup> Alliance mission is to help consumers live better lives everyday by offering brands that delight.

#### **About CROSSMARK, Inc.**

Headquartered in Plano, Texas, CROSSMARK, Inc. has more than 17,000 associates worldwide, with offices in the United States, Canada, New Zealand and Australia. CROSSMARK provides business services to manufacturers and retailers in the consumer goods industry, including headquarter services, retail merchandising, shopper insights, and sales and marketing strategies. CROSSMARK recently celebrated its 100-year anniversary. To learn more about CROSSMARK, visit [www.CROSSMARK.com](http://www.CROSSMARK.com).

#### **About EMAK Worldwide, Inc.**

EMAK Worldwide, Inc. is the parent company of a family of marketing services agencies including Equity Marketing, Logistix, Mega and Upshot. Its agencies are experts in "consumer activation" by offering strategy-based marketing programs that directly impact consumer behavior. The agencies provide strategic planning and research, consumer insight development, entertainment marketing, design and manufacturing of custom promotional products, kids marketing, event marketing, shopper marketing and environmental branding.

#### **About Lucerne Foods Inc.**

Lucerne Foods, a Safeway subsidiary, is a leader in food manufacturing with 75 years of experience servicing external retail and food service customers with innovative brand and product solutions.

**About Overhill Farms, Inc.**

Overhill Farms (AMEX: OFI) is a leading value-added supplier of custom high quality prepared frozen foods. It serves branded retail, private label and foodservice customers, and has decades of experience in the health and wellness sector. With 1,000 highly productive employees and two Southern California plants totaling 225,000 square feet, Overhill Farms provides a one-stop solution for product development, manufacturing and packaging.

**About Ready Pac Produce, Inc.**

California-based Ready Pac is a premier producer of convenience fresh foods, including fresh-cut produce. With processing facilities throughout the U.S., Ready Pac's award-winning salads, fresh-cut fruit and vegetables are distributed in supermarkets, restaurant chains, and convenience stores across North America.

**About Schreiber Foods Inc.**

Headquartered in Green Bay, Schreiber Foods is a \$3+ billion global enterprise and the world's largest customer-brand dairy company. The company provides products to the biggest names in fast food and is the world's largest supplier of private-label dairy products to grocery chains and wholesalers.

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