

News Release

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Coconut Bliss Celebrates Successful Year; Looks to 2008 for Broader Expansion

EUGENE, Ore., April 16, 2007 – Bliss Unlimited, LLC, creator of Luna & Larry's Coconut Bliss®, today announced successful sales and expansion during the year ending December 31, 2007, including sales increases of 120 percent in the fourth quarter of 2007 compared to the fourth quarter of 2006. In the first quarter of 2008, the company exceeded its sales expectations, increasing sales nearly 200 percent over the same period last year.

Coconut Bliss dramatically expanded distribution during 2007, increasing its presence in from 43 stores in Oregon and Washington to more than 300 stores in seven states: Oregon, Washington, Northern California, Idaho, Montana, Alaska, and Hawaii. Coconut Bliss, the first ice cream made from coconut milk, became the top selling frozen dessert in many major stores in Washington, Oregon and California, surpassing brands such as Ben & Jerry's and Turtle Mountain. In the first half of 2008, the company plans to expand further into Southern California, Colorado, and other markets for a presence in 19 states.

To keep pace with projected growth, the company transferred production to a co-packer, Lochmead Dairy in Junction City, Ore., increasing production capacity by 3000

percent. The move allows Coconut Bliss to produce in three days what would have previously taken three months. The company has also added two full-time sales managers to its team, Marc Donofrio and Jaya Lakshmi.

“This phase of accelerated growth signifies broader support and acceptance for our products, and we look forward to another year of expansion as we reach additional markets throughout the West,” said Bliss Unlimited cofounder Larry Kaplowitz. “We will continue to upgrade production as we evolve, and invest in new relationships to support our company’s mission.”

People all over the West enjoyed Coconut Bliss, as the company exhibited at seven major festivals in 2007: The Health and Harmony Festival, The High Sierra Music Festival, The Real Goods SolFest, The Oregon Country Fair, Earthdance, String Cheese Festival, and The San Francisco Green Festival.

About Bliss Unlimited

Bliss Unlimited, LLC was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy or sugar. As a healthy whole food, consciously prepared from nutritious and beneficial ingredients, Coconut Bliss is the evolution of ice cream. USDA-certified organic and 100 percent vegan, Coconut Bliss is based on naturally rich, cholesterol-free coconut milk packed with lauric acid and medium-chain triglycerides (MCTs) and agave syrup, a natural low-glycemic sweetener. The company values ecological and social sustainability, and strives to use the highest quality and most ethically produced organic ingredients it can find. The company is privately owned and based in Eugene, Ore., and has been operating since Winter 2005.

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