

News Release

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Coconut Bliss introduces new Chocolate Hazelnut Fudge, Strawberry Lemon Love

Enhances full line with addition of new certified fair trade ingredients

EUGENE, Ore., March 17, 2007 – Luna & Larry's Bliss Unlimited, LLC, creator of Luna & Larry's Coconut Bliss®, today introduced two new flavors: Chocolate Hazelnut Fudge, a decadent chunky blend of their top-selling Dark Chocolate with nuts and fudge; and Strawberry Lemon Love, a refreshing sweet-tart blend of summertime fruits. The new flavors join other Coconut Bliss favorites Cherry Amaretto, Vanilla Island, Dark Chocolate, Mint Galactica, Cappuccino, and Naked Coconut at natural food chains, independent natural products retailers and conventional supermarkets.

In addition, Luna & Larry's Bliss Unlimited is now sourcing ingredients that are certified fair trade as well as organic, including cocoa, vanilla extract, dark chocolate and coffee. The inclusion of fair trade ingredients reflects the company's reverence for both people and the planet, and contributes to a more equitable worldwide trade model that supports farmers, labor, local communities, and the earth.

Like the full line of Coconut Bliss flavors, Chocolate Hazelnut Fudge is made from cholesterol-free coconut milk and low-glycemic agave syrup. It includes organic fair trade cocoa, Oregon-grown organic hazelnuts, and ribbons of organic chocolate fudge

sauce. Chocolate Hazelnut Fudge satisfies the chocolate lover who appreciates robust 'inclusions' in the texture of ice cream. Strawberry Lemon Love incorporates organic strawberries and organic strawberry juice along with organic lemon juice for a lighter taste that appeals to adults and children too. All Coconut Bliss flavors are vegan, soy-free and gluten-free.

"We love to try new things, and are always dreaming up flavors that may or may not ever be practical, but these new flavors emerged from the pack as offering something for diverse appetites who want to indulge without consequence," said Bliss Unlimited cofounder Larry Kaplowitz. "With the addition of certified fair trade ingredients that we've recently secured, there's even more reason to feel good about ice cream again."

In April 2008 the company plans to unveil a new package design for its full line of flavors. Coconut Bliss' new packaging features a more exotic, luxurious look and is as colorful as the people who make it.

Pricing and availability

Chocolate Hazelnut Fudge is available now throughout Northern California, Oregon, Washington, Montana, Idaho, Alaska and Hawaii. Strawberry Lemon Love will arrive in stores in April. Most retailers sell Coconut Bliss at around \$5-6 per pint. Coconut Bliss is distributed through UNFI.

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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