

News Release

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Coconut Bliss Expands Market Presence through Deal with Major Distributor

Organic frozen dessert to appear in thousands of additional stores throughout Western U.S.

EUGENE, Ore., December 12, 2007 – Bliss Unlimited, LLC, creator of Luna & Larry's Coconut Bliss®, today announced it has signed a distribution agreement with a major wholesale distributor to the natural and organic foods industry. The deal will significantly expand market presence for Coconut Bliss in thousands of additional stores throughout Northern California, Oregon, Washington, Montana, Idaho, Alaska and Hawaii.

Made from a base of naturally rich, cholesterol-free coconut milk and sweetened with low-glycemic agave syrup, Coconut Bliss is USDA-certified organic and 100 percent vegan. It is a healthy alternative to dairy- and soy-based frozen dessert on a par with superpremium ice creams. The line of flavors includes Cherry Amaretto, Vanilla Island, Dark Chocolate, Mint Galactica, Cappuccino, Naked Coconut, Cinnamon Chocolate Flake and Piña Colada.

“As a growing company, this is a major evolution for us and an important step towards establishing our product line in new markets,” said Bliss Unlimited cofounder Larry

Kaplowitz. “Coconut Bliss fills a need for a non-dairy alternative that satisfies the die-hard ice cream lover.”

“At \$5.99 a pint, Coconut Bliss has been consistently outselling both our top ice cream brands, Ben and Jerry’s and Turtle Mountain, which are priced about \$3.99 a pint,” said Tim Zerkel, grocery manager at Madison Market Central Coop, in Seattle, Wash.

The distributor carries tens of thousands of products, supplies more than 17,000 customers nationwide and services a wide variety of retail formats, including natural food chains, independent natural products retailers and conventional supermarkets.

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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