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8Blend Smoothies Expands Whole Fruit Ready-to-Blend Product Offering with New Flavor

*Healthy alternative of frozen, vine-ripened tropical fruits and berries for rapidly
expanding blended beverage market*

Pasadena, CA –October 15, 2008 – 8Blend, a provider of all natural, vine-ripened fruit packaged in frozen ready-to-blend combinations, announced the expansion of their smoothie product line with a Marionberry-Pineapple blend. The beverage line is now available at coffee houses, delis and cafes nationwide. 8Blend products for home use will soon be available at natural food and gourmet grocery stores.

8Blend frozen packages of wholesome fruit are designed for easy use and consistency. Just add juice to create a healthy 16-ounce blended fruit smoothie equal to 4 daily servings of fruit.

“Most consumers are not aware that many fruit smoothies today are made with artificial flavors, high fructose corn syrup or other sweeteners, creating a nutritional nightmare,” said Scott Jackson, CEO. “8Blend uses only 100 percent real fruit. Our fruit is always vine-or tree-ripened. This ensures the maximum nutritional value and best flavor. The result is a naturally sweet smoothie, rich in nutrients and fiber and lower in calories; with no trans-fats or preservatives. Our new product offering adds another flavor combination to the variety of 8Blend beverages.”

The smoothie market is booming, up 139 percent since 2002, according to USA today, and revenues are expected to surpass \$4 billion by 2012. 8Blend has expanded its product line to offer consumers more variety and healthier alternatives to artificially sweetened products.

Pure, all natural 8Blend fruit smoothies now come in five flavor combinations; Strawberry-Banana, Strawberry-Banana-Blueberry, Pineapple-Mango-Banana, Mango-Strawberry-Raspberry, and now new Marionberry-Pineapple. All are individually prepackaged for a quick and easy smoothie that provides the most nutrition for the lowest calories. They contain no preservatives, no artificial flavors, no coloring and no sweeteners. They come ready for blending; just add your choice of juice, tea, or soy milk.

8Blend was founded by husband and wife team Scott and Debbie Jackson, fourteen years ago, out of their passion for healthy living and a desire to bring an authentic healthy fruit

smoothie to consumers. “We wanted to create a healthier beverage choice than flavored coffees or artificially flavored fruit syrup drinks,” says Debbie Jackson.

“On a business trip in 1994, I stopped at a juice bar across from Stanford University,” Scott Jackson said. “It was such an energizing change from fast food; I became determined to make this alternative available everywhere.”

Since then, the blended beverage market has widely expanded, but few beverages have the 100 percent nutritional fruit value of 8Blend frozen selections. “Consumers are taking the time to read labels and educate themselves about products. 8Blend has never wavered from our mission to provide 100 percent real fruit for blending the best tasting fruit smoothies,” Jackson added.

About 8Blend

Since 1995, 8Blend has been the leader in all natural, 100% fresh frozen fruit portion packages for smoothies. Available at the finest grocery stores, coffee bars, cafes, bakeries and delicatessens, 8Blend authentic fruit is ready-to-blend with your choice of juice or other ingredients; creating the finest fruit smoothies for quality conscious customers. 8Blend provides a half pound of real whole fruit full of phytonutrients and fiber in each serving that nutrition experts believe will contribute to healthier, longer lives.