

For Immediate Release

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Whole Foods Market to Offer 8Blend Frozen Fruit for Smoothies in Select Southern California Stores

Leading national health food chain expands consumer offerings in growing blended beverage market with all-natural, ready-to-blend packages

PASADENA, Calif. – February 3, 2009 – 8Blend, a provider of all natural, vine-ripened fruit packaged in frozen ready-to-blend combinations, today announced that its products will be available at select Whole Foods Market stores in Southern California.

This marks the first time that 8Blend products are available at a nationwide specialty health food grocer for home use. Since 1995, 8Blend has been available only to foodservice operators serving the finest freshly blended all natural fruit smoothies.

8Blend at Whole Foods Market is now available in the frozen fruit section in convenient 2-pack boxes. Look for the colorful 8Blend boxes with the bright and delicious smoothie picture on the front. The five flavors include; Strawberry-Banana, Strawberry-Banana-Blueberry, Pineapple-Mango-Banana, Mango-Strawberry-Raspberry, and Marionberry-Pineapple. They contain no preservatives, no artificial flavors, no coloring and no sweeteners. They come ready for blending and can be combined with juice, tea, or soy milk.

The 8Blend brand name represents the convenient 8 ounce portion package of frozen fruit for fast and easy *blending*. By selecting only the finest berries and tropical fruit, 8Blend provides the most delicious taste combined with an abundant array of health promoting antioxidants and other naturally occurring vitamins, minerals, and fiber. Consumers simply add juice and blend to create a healthy, 16-ounce blended smoothie equal to four daily servings of fruit.

“Whole Foods Market is the premier natural food retailer and we are excited that they have selected 8Blend as a new and valuable addition to their frozen fruit category.” said Scott Jackson, President of 8Blend. “We see a rapidly growing base of consumers making freshly blended smoothies at home to support healthy living. 8Blend provides the perfect product to ensure that great tasting fruit is always available for quick and convenient blending.”

“8Blend fresh frozen fruit packs for smoothies are a delicious staple in any home. They are economical, easy-to-make and nutritious,” said Mike Bowen, Store Team Leader, Whole Foods Market – Venice. “Our customers expect products that taste great, are convenient, and healthy. 8Blend exemplifies those expectations and we are pleased to offer them in our Southern California locations.”

The Southern California Whole Foods Market locations offering 8Blend products are:

Beverly Hills, 239 N. Crescent Dr., Beverly Hills, Calif. 90210
Brentwood, 11737 San Vicente Blvd., Los Angeles, Calif. 90049
El Segundo, 760 S. Sepulveda Blvd., El Segundo, Calif. 90245
Glendale, 331 N. Glendale Ave., Glendale, Calif. 91206
Pasadena, 465 S. Arroyo Parkway, Pasadena, Calif. 91105
Tustin, 2847 Park Ave., Tustin, Calif. 92782
Venice, 225 Lincoln Blvd., Venice, Calif. 90291
West LA, 11666 National Blvd., Los Angeles, Calif. 90064

Consumers are continually searching for higher quality, all natural smoothies for on the go nutrition and refreshment. According to a recent article in *USA Today* the smoothie market is booming, up 139 percent since 2002, and revenues are expected to surpass \$4 billion by 2012. 8Blend provides a unique guarantee of portion control convenience and quality for both restaurant and home consumers.

About 8Blend

Since 1995, 8Blend has been the leader in all natural, 100% fresh frozen fruit portion packages for smoothies. Available at selected Whole Foods Market and the finest coffee bars, cafes, bakeries and delicatessens, 8Blend fresh frozen 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.