



NEWS RELEASE

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CRISPY GREEN® LAUNCHES CRISPY FRUIT ‘GRAB & GO’ 6-PACK AT 52ND ANNUAL SUMMER FANCY FOOD SHOW

*– Convenient 6-Pack Provides Wholesome, Delicious,
Healthy Way to Satisfy Cravings on the Go –*

WEST ORANGE, NJ – July 10, 2006 – Crispy Green Inc., the maker of Crispy Green® Crispy Fruit high-quality freeze-dried fruits snacks with 40 or less calories per serving, today announced the launch of its newest ‘Grab & Go’ Crispy Fruit 6-PACK at the Fancy Food Show in New York.

The new, convenient 6-PACKs are available in 3 flavors: *Crispy Apples*, *Crispy Apricots* and *Crispy Peaches* and can be purchased at supermarkets, natural and whole food stores and other fine food stores throughout the United States. Crispy Fruit products are available for sampling at the Crispy Green booth number **279** at the Fancy Food Show being held July 9-11 in New York at the Jacob K. Javits Center.

Crispy Green® Crispy Fruit products are made from 100% high-quality freeze-dried fruit with no additives or preservatives. Each serving is only 40 calories or less making Crispy Fruit products the perfect choice for consumers who are seeking healthy alternatives to traditional snack foods. These light, crisp, all-natural dried fruit slices are packed with explosive fresh fruit taste that will put you into a state of bliss – you’ll never feel this good about snacking again.

Healthy Snack While On the Go

Now available in handy 6-PACKs which contain 6 single-serving bags in one convenient multi-pack bag, Crispy Fruit snacks are easy to carry when traveling or ‘on the go’ and are a fun and delicious way to increase your family’s daily fruit intake. One serving of Crispy Fruit equals approximately one serving of fruit. These moisture-free, convenient single-serving packages are the ideal “emergency snack” and perfect to keep in a

briefcase, backpack, overnight bag, carry-on luggage, purse, school locker or child's lunchbox. Crispy Fruit is the snack for all occasions and puts a healthy, natural fruit conveniently at your fingertips anytime.

"We are delighted that we can continue meeting the needs – and exceeding the taste expectations – of consumers who choose a lifestyle of living well by providing our wholesome, delicious Crispy Fruit snacks in a convenient packaging format," says Angela Liu, President and Founder of Crispy Green. "We received feedback from some of our adult consumers that one single-serving bag of our product is not quite enough to satisfy their snack craving. The new 6-PACK provides a multi-pack solution while still maintaining the advantages of individual single-serving packaging which was praised by dietitians and parents for providing proper portion control."

Crispy Green launched its first three Crispy Fruit products – *Crispy Apples*, *Crispy Apricots* and *Crispy Peaches* in September 2005. The product is like a breath of fresh air for the snack food market - and *The Trenton Times* called it, "One of the most wholesome new snacks to come out of New Jersey during the past few years." Bonnie Carroll's *Life Bites* online magazine says, "This is a snack that is loved by children, busy executives on the go, or anyone who wants healthy food and a fast, delicious snack." Crispy Green has quickly won fans among health and quality-conscious consumers.

New Flavors Coming Soon

Crispy Fruit plans to add new flavors to the tasty Crispy Fruit product line, including: Crispy Pears and Crispy Pineapples. New products will be available later this year.

Crispy Green products are available at supermarkets, natural and health food stores and other fine food stores in Connecticut, Delaware, Florida, Kentucky, Maryland, New Jersey, New York, Ohio, Pennsylvania, Michigan, Missouri, Texas and Washington, D.C. A complete list of retailers is available at <http://crispygreen.com/storelocator/main.html>. Please send us an email at info@crispygreen.com if you would like to add your favorite retailer(s) to our distribution list. Crispy Green can also be purchased online at <http://crispygreen.com/orderform.html> list.

About Crispy Green

Crispy Green Inc. (www.crispygreen.com) is the maker of Crispy Fruit freeze-dried fruit snacks sold under the brand Crispy Green® and a leader in this category of products. The company was founded in August 2004 with a core mission to provide delicious, healthy and wholesome snacks using the best natural ingredients with no artificial flavor enhancement.

The Crispy Fruit line of snacks are made of **real fruit, real taste, and nothing else!**™ A sophisticated freeze-drying process removes the water from fresh, sweet fruit, leaving behind the fruit's true essence in a light and crispy texture that's perfect for snacking. Crispy Green Crispy Fruit are a delicious, convenient way to add more fruit to your daily diet.

In the 2005, Crispy Green introduced *Crispy Apples*, *Crispy Apricots* and *Crispy Peaches* in the United States. It plans to add 2-3 new items to its product line each year for the next three years along with its rapidly growing distribution footprint.

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