



NEWS RELEASE

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Crispy Green Debuts Nutritious Line of Crispy Fruit Snacks at PMA Fresh Summit

– Delicious Crispy Fruit Snacks are a Fun and Convenient Way to Increase Daily Fruit Intake –

Fairfield, N.J. – October 12, 2007 – Crispy Green Inc., the maker of Crispy Green® Crispy Fruit premium, kosher-certified freeze-dried fruit snacks, today debuted its Crispy Fruit product line at the Produce Marketing Association's (PMA) Fresh Summit in Houston Texas. Crispy Green's Crispy Fruit, which includes Crispy Apples, Crispy Apricots, Crispy Peaches and its newest taste sensation Crispy Pineapples, are available for sampling at the Fresh Summit booth # 4758.

Crispy Green's Crispy Fruit snacks are made of real fruit and nothing else and contain 100% high quality, freeze-dried fruits with no additives or preservatives. The freeze-drying process removes water from the fruit while preserving the key nutrients (i.e. vitamins, antioxidants and other phytochemicals) to maintain its nutritional value and intensify its natural flavor.

"Snacking is an important part of a daily diet, however most snacks provide little or no nutritional value and plenty of empty calories," says Angela Liu, President and Founder of Crispy Green. "Ninety-percent of Americans do not eat enough fruits and vegetables and we feel that we will have provided a great service to consumers if we can help them choose healthy fruits and vegetables as snacks instead of oil-laden chips. At Crispy Green, we are committed to providing the most delicious and wholesome fruit snacks using only the finest quality natural ingredients. We aspire to give our customers a totally guilt-free snack experience with our products."

Natural Fruit at Your Finger Tips Anytime

Crispy Fruit snacks are available in both a single-serving size and the handy 'Grab & Go' 6-PACKs, which contain six single-serving bags in one convenient package. One single serving of Crispy Fruit freeze-dried fruit snacks equals approximately one serving of fruit with less than 40 calories. These light, crispy, freeze-dried fruit slices are packed with intense fresh fruit flavor, which make them an excellent choice for snacking.

Crispy Green's moisture-free, convenient packaging was designed to accommodate a consumer's hectic lifestyle and offers the healthfulness of fruit in small, snackable portions that are easy to consume while on the go. Its portability and long shelf life makes it ideal as an 'emergency snack.' Crispy Fruit puts natural fruit at your fingertips anytime. To learn about other creative ways to enjoy Crispy Fruit, visit www.crispygreen.com/Press/Ways_to_Enjoy.pdf.

Crispy Green's delicious Crispy Fruit snacks can be found in the produce and grocery aisles of many leading supermarkets, natural and specialty food stores throughout the United States. To find a Crispy Green retailer in your area, go to www.crispygreen.com/storelocator/main.html. Crispy Green can now also be purchased online at www.Amazon.com or at the Crispy Green Web site at www.crispygreen.com/onlinestore.html. For wholesale information, please visit <http://www.crispygreen.com/retail.html> or email us at sales@crispygreen.com.

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, 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 2005, Crispy Green introduced *Crispy Apples, Crispy Apricots and Crispy Peaches* in the United States. In 2007, Crispy Green launched its newest addition to its all-natural, healthy Crispy Fruit product line – *Crispy Pineapples*. Crispy Green plans to add 1-2 new items to its product line each year for the next few years along with its rapidly growing distribution footprint.

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