



Press Release

Crispy Green™ debuts Crispy Fruit healthy snacks at Expo East

West Orange, NJ (September 15, 2005) - Crispy Green Inc. is debuting its wholesome and delicious all natural freeze-dried healthy Crispy Fruit snacks at Expo East 2005 after successfully completing a three-month test market in New Jersey.

"We are very excited to debut our products at Expo East. This marks the beginning of a new phase for Crispy Green Inc.," said Angela Liu, President / Founder.

Liu founded Crispy Green Inc. in August 2004 after she unexpectedly tasted some amazing freeze-dried apples during a trip to the north-central region of China, where some of the world's finest apples are produced. Liu recounted her experience: "The apples were light and crisp and at the same time had the freshest apple taste. And best of all, they contained nothing but real apples, no preservatives or added flavorings. Right then, we knew that we had a gift from Mother Nature and we had to bring this perfect snack back home so others could enjoy it."

Inspired by her experience and her passion for foods and healthy eating, Liu used her chemistry training as well as more than 15 years of experience working as a R&D scientist then business executive in major pharmaceutical companies to start Crispy Green Inc. with a mission to provide delicious and wholesome healthful snacks using the best natural ingredients with no artificial flavor enhancement. "We wanted to share our delightful discovery with others like us who want nothing less than the best nature has to offer", says Liu.

Crispy Green started marketing its Crispy Fruit products in June this year in select stores in New Jersey. The results have been very encouraging.

"We have been selling these products for a few months now. We keep them at the register where our customers typically grab and go. When we run low, customers ask us to quickly re-stock the shelves! The product sells and is doing very well for us. We hope Crispy Green keeps it up and adds tropical fruits, like mango, to the line." Dee Silva, Store Manager and Buyer, **Market Basket**, Franklin Lakes, NJ

"We love these products. They are doing very well in our store during the market testing. They sell themselves. I expect the products will do even better in the fall and the winter when people can't find fresh peaches and apricots." Paul Kralyevich, Owner, **Grassroots Natural Market**, Denville, NJ

"People have started to discover the products and come back for more! My customers say they are perfect for their children's lunchbox snacks. Very fresh, very healthy, an easy sale!" Lori Geiger, Owner/President, **Chez Cheeze**, Tenafly, NJ

"We are looking forward to expanding our market to replicate our initial success on a much greater scale," said Liu.

Come and try Crispy Green™ Crispy Fruit in Booth # 2266 of Expo East and *experience totally guilt-free, healthy snacking!*