



NEWS RELEASE

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CRISPY GREEN® CRISPY FRUIT – A FRIGHTENINGLY HEALTHY HALLOWEEN TREAT

*–Fun, Delicious and Healthy All-Natural Freeze-Dried Fruit Snacks
Take the Unhealthy Horror out of Halloween Treats –*

WEST ORANGE, NJ – September 19, 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 that Halloween doesn't have to be filled with sugary treats to be fun. Crispy Fruit is the ideal fun and delicious healthy Halloween treat for kids and adults alike.

The U.S. Census Bureau estimates 36.1 million 5- to 13-year-olds will be trick-or-treating this Halloween. But now parents have a healthy choice for Halloween treats. Delicious, all-natural Crispy Fruit snacks are a fun and frightfully healthy alternative to sugary Halloween treats. Crispy Fruit single serving bags are the perfect healthy treat for your favorite trick-or-treaters.

Halloween Isn't Just for Kids Anymore!

The Human Resource Management's 2005 Benefits Study noted that Halloween is being embraced and observed in the workplace as never before and more than one-third of U.S. companies offer some sort of Halloween celebration. But this fun day doesn't have to be dreadfully met by dieters tempted by high-calorie treats. Crispy Fruit is a healthy way for adults to enjoy Halloween and takes the 'guilt' out of snacking while keeping the taste-buds excited.

Halloween Snacks Don't Have to be Horrifyingly Unhealthy

Crispy Green® Crispy Fruit products are available in 3 flavors: Crispy Apples, Crispy Apricots and Crispy Peaches in both single-serving and new convenient 6-PACKS (6-PACKS contain

6 single-serving bags in one convenient multi-pack bag.) Crispy Fruit 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.

“Halloween ushers in the fall holiday season that eventually leads to many people having a junk food binge that they soon regret. So it is important to start the holiday season off on a healthy note,” says Angela Liu, President and Founder of Crispy Green. “Crispy Fruit is a fun and delicious way to satisfy snack cravings – without compromising on taste. The single-serving bags are the perfect snack treats for trick-or-treaters or to fill the Halloween party bowl. Crispy Fruit is the snack for all occasions that puts healthy, natural fruit conveniently at your fingertips anytime.”

Crispy Green launched its first three Crispy Fruit products – *Crispy Apples*, *Crispy Apricots* and *Crispy Peaches* in September 2005. Recently, *The Today Show* food editor Phil Lempert named Crispy Fruit as “one of the hits of the season!” In August 2006, *TIME Magazine* named Crispy Fruit as one of four new, healthier foods for kids. 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 Flavor Coming Soon

Crispy Fruit plans to add new Crispy Pineapples to its tasty Crispy Fruit product line. The new product will be available later this year.

Crispy Green products are available at supermarkets, natural and health food stores and other fine food stores around the country. 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>.

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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