



NEWS RELEASE

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THE SUPERMARKET GURU'S 'NEW PRODUCT HITS & MISSES' PROCLAIMS CRISPY GREEN'S CRISPY APPLES A 'RISING STAR'

–Crispy Apples Touted for Flavorful, Healthy Ingredients and Light & Crispy Texture–

WEST ORANGE, NJ – November 28, 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 Crispy Apples has been named a 'Rising Star' by the *Supermarket Guru*®, a popular online consumer resource that taste-tests and judges products based on a set of criteria in the 'New Product Hits & Misses' for the month of November.

The Supermarket Guru is Phil Lempert, noted television and radio news reporter and the food trends editor and correspondent for NBC News' *Today Show*. Lempert reviewed Crispy Apples based on seven criteria and Crispy Apples earned perfect scores for: **Health** (overall nutritional value), **Ingredients** (all-natural fruit), **Appearance** (delectable and appetizing) and **Packaging** (excellent product freshness and ease of storage). Crispy Apples earned a combined score of 96 points to earn acclaim as a 'Rising Star.' The Supermarket Guru's product review of Crispy Apples is available at: <http://www.supermarketguru.com/page.cfm/30857>.

Available in Three Delicious Flavors and New Product Coming Soon

Crispy Green Crispy Fruit products are available in three flavors: Crispy Apples, Crispy Apricots and Crispy Peaches in single-serving .36 ounce packages and in the new, convenient 'Grab & Go' 6-PACKS. The 6-PACKS contain 6 single-serving bags in one convenient 2.2 ounce multi-pack bag. There has been great consumer demand for the product and Crispy Green plans to launch its newest product, Crispy Pineapples in January 2007.

Crispy Fruit snacks 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 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.

"We are honored to be recognized as a 'Rising Star' by the Supermarket Guru," says Angela Liu, President and Founder of Crispy Green. "Crispy Fruit is a fun and healthy way to satisfy snack cravings – without compromising on taste. We are committed to providing the most delicious and wholesome snacks to consumers using high-quality ingredients that are carefully chosen for taste and nutritional value."

The Perfect Snack for Everyone at Anytime

Crispy Fruit snacks are easy to carry '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. Crispy Green's moisture-free packages are the ideal "emergency snack" and are perfect to keep in a briefcase, backpack, carry-on luggage, purse, school locker or child's lunchbox. Crispy Fruit tastes great in cereal, yogurt, on top of ice cream and it's the perfect complement to your favorite baked good. Its stylish packaging makes it an excellent choice for a holiday gift basket. Quite simply, Crispy Fruit is the snack for all occasions and puts a 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, *Women's Health Magazine* named Crispy Fruit as one of their seven favorite 'quick fix' diet aid sweet treats and *Travel + Leisure Family Magazine* named Crispy Fruit to their 'Hit List'. In August 2006, *TIME Magazine* named Crispy Fruit as one of four new, healthier foods for kids and *The New York Times* says, "They're terrific for hikers, to add to morning cereal and for camp and school lunchboxes." 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.

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://www.crispygreen.com/onlinestore.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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