



FOR IMMEDIATE RELEASE

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Recipe for a Healthy Morning

Nature's Path Combines Organic Goodness and Great Taste for New Flax Plus® Red Berry Crunch

Richmond, BC – February 7, 2008 – Nature's Path has a simple new recipe for a breakfast cereal that not only tastes good, but has all the things you know are good for you – like Omega 3's, fiber and real organic fruit – and avoids the stuff you know is bad for you, like chemicals and pesticides. Take their two best-selling organic cereals, add a few tasty new ingredients, pour them all in a bowl and enjoy. A crunchy, tangy breakfast cereal that is as loaded with health benefits as it is delicious.

Nature's Path **Flax Plus® Red Berry Crunch** takes Flax Plus® flakes and granola (both #1 sellers in their categories) and adds a blend of organic freeze-dried strawberries and raspberries for a cereal that's loaded with Omega-3s, antioxidants and dietary fiber.

Omega-3s from Flax seeds

Flax seeds are high in vegetarian Omega-3 fatty acids; the "good" fats that have been found to decrease the risk of heart disease, discourage the growth of prostate and breast cancer and support the immune function. Flax Plus® Red Berry Crunch contains *800 mg of Omega 3s*, more than any other Nature's Path Flax Plus® cereal.

Red Fruits

Flax Plus® Red Berry Crunch contains a blend of organic freeze dried strawberries and raspberries – the perfect way to add great taste *and* nutritional benefits to a healthier diet. Health officials agree that red fruits are naturally high in fiber, vitamin C, folate, potassium and antioxidants.

Dietary Fiber

With 7g of fiber in each 55g serving, Flax Plus® Red Berry Crunch provides 28 percent of the daily recommended fiber. Fiber is important for digestive health and may reduce the risk of chronic health problems like colon cancer and other ailments.

Organic Goodness

As with all Nature's Path cereals, Flax Plus® Red Berry Crunch is USDA certified organic, which means it contains nothing artificial and no chemical pesticides or herbicides. It is not only better for you, it is better for the earth!

Founded in 1985, Nature's Path Organic Foods is headquartered in Richmond, British Columbia and employs over 300 people at its four facilities in Canada and the United States. The privately held, family-owned company produces breakfast foods, snacks and pasta sold in specialty foods stores and retailers in 40 countries around the world. The company's innovative brands include *Nature's Path*®, Flax Plus, *EnviroKidz*®, Dr. Weil by Nature's Path, and *Optimum*®. Visit Nature's Path online at www.naturespath.com.

Editors' note: *Nature's Path believes that sustainability is where our future lies as a people, a society and a company and we endeavor to minimize our ecological footprint while striving to maintain social, environmental and financial integrity. This means that as a company we do our best to create systems that reduce the unnecessary use of resources. Thus most of the communication you receive from us will be electronic, but we are happy to send anything you request in hard copy form as well.*

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