



FOR IMMEDIATE RELEASE

Fruit-based “Fats” Used to Fortify Unique Cranberry Snack

With an abundance of the known benefits of Omega-3, cranberry seed oil offers a new solution for healthful snacking

May 5, 2005 – New Richmond, WI – Omega-3, 6 & 9 fatty acids derived from cranberry seeds are being infused into sweetened and dried cranberry pieces to boost their nutritional profile. Omega Bits™ Cranberry Pieces are a value-added functional food offering a healthful snack, topping or baking alternative.

The ultra-stable, cold-pressed cranberry seed oil is a consumer-friendly delivery of omega-3, (as alpha-linolenic acid) offering a safe and neutral-tasting alternative to fish and flax oils, which are commonly known for an undesirable aftertaste. A host of highly bioavailable phytonutrients (plant nutrients) also resides in the oil including antioxidants and plant sterol esters.

Consider the following information about cranberry seed oil:

- Is the most unsaturated oil known on the market
- Only triglyceride oil with a naturally balanced ratio (1:1) of omega-3 to omega-6 as well as omega-9 (oleic acid: the key component in olive oil)
- University of Massachusetts at Amherst study by Professor Wassef Nawar shows cranberry seed oil may be the richest known source of tocotrienols, which are powerful members of the vitamin E family
- Contains significant levels of phytosterols (plant sterols esters), known to positively affect cholesterol levels in the bloodstream

“If you can imagine fruit products infused with traditional essential fatty acid products – such as fish and flax – the taste would be horrendous,” said Allen Luke, founder of the FruitEssentials™ line. “We source only the highest grade, cold-pressed cranberry seed oil because the powerful nutritional profile is maintained.”

Omega Bits™ are currently available in a 5 oz. retail package as a part of the FruitEssentials™ line of nutritional products. The cranberry and other unique fruit extracts are used in dietary supplements, functional foods and pet products, all of which are available for purchase online or in select health food stores nationwide.

For more information, visit www.FruitEssentials.com or call toll free (877) EAT FRUIT.

Note: Product and concept photos are available for download on our press page.

– # # # –

Contact:

Jeff Sanders, Operations Manager

Synergetic Marketing & Distribution, LLC

Toll Free: (877) 328-3784 (EAT FRUIT)

Phone: (715) 246-2400

Website: www.FruitEssentials.com

E-mail: Info@FruitEssentials.com

Fax: (715) 246-2424