



Contact: Rachel Kay
Rachel Kay Public Relations
619.867.7353
Rachel@rkpr.net

For Immediate Release

New Nutritious Living® Cereals Target Specific Dietary Priorities
Antioxidants, Omega-3s and Whole Grains Create a Nutritionally-Charged Breakfast Experience

San Dimas, Calif. (March 14, 2008) – Nutritious Living, makers of delicious and wholesome cereals, granola and snack foods, today announced the debut of three new cereal products under its Natural Living product platform. These new artfully crafted cereals are designed to deliver big on taste, while targeting specific high-demand nutritional attributes associated with antioxidants, Omega-3 and whole grains.

The new products include the following:

- **Antioxidant Indulgence** – Made with real dark chocolate, Goji berries and strawberries, this low fat, high fiber cereal packs an antioxidant punch in each delicious bite. Made with all-natural ingredients, each serving of *Antioxidant Indulgence* provides 16 grams of whole grains per serving and is a natural source of vitamin C, niacin, iron, magnesium and selenium.
- **Artisan Inspiration** – Capturing the essence of Nutritious Living’s 40-year-old granola making heritage, *Artisan Inspiration* takes the indulgent experience of granola and infuses it with more than 14 whole food ingredients. Whole grain oats, raisins, cherries, dates, coconut, cashews, sesame seeds, sunflower seeds, pumpkin seeds and honey create a hearty and delicious blend perfect with milk, teamed with yogurt or eaten alone. *Artisan Inspiration* Granola provides 28 grams of whole grains per serving and is sodium free.

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- **Omega-3 Harmony** – Made with lightly sweetened whole grain flakes, walnut pieces and dried cranberries, *Omega-3 Harmony* cereal provides 1,000 milligrams of Omega-3s per serving. The use of 100 percent ground flaxseeds allows the body to easily digest and absorb the Omega-3 fatty acids. Each serving of *Omega-3 Harmony* cereal is a natural source of B-vitamins, iron, magnesium, selenium and zinc and contains nine grams of fiber.

“Consumers are becoming increasingly aware of the buzz around the benefits of antioxidants and Omega-3s and are looking for products that will help them incorporate these nutrients into their diets,” said Robn Cassidy, national sales director for Nutritious Living. “We created our newest cereals to make it easier for mainstream consumers to incorporate these nutritional powerhouses into their diets while enjoying delectable flavor.”

The Natural Living platform joins two additional platforms in the Nutritious Living line. Nutritious Needs cereals support specific dietary needs for improved health and wellbeing and include Dr. Sear’s Zone cereal and Heart Mates™. Under its Weight Management platform, the company features Hi-Lo™ brand Cereals, which are renowned for their high protein, high fiber, low fat, and reduced sugar content.

Nutritious Living products are sold in mainstream grocery, specialty and natural food stores nationwide. For more information about Nutritious Living, please visit www.nutritious-living.com. For distribution or sales information please call 1.800.638.8686 or send an email to sales@nutritious-living.com.

About Nutritious Living

Nutritious Living is a division of Organic Milling Corporation, a leading manufacturer of delicious and wholesome cereal, granola and snack foods since 1969. Organic Milling serves a diversified customer base for private-label, contract-manufacturing, as well as licensed and proprietary brands. Please visit www.organicmilling.com for more information.

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