

Justin's[®] NUT BUTTER

For Immediate Release

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Consumers Choose Justin's Over Conventional Peanut Butters

Amid Outbreak of Salmonella Contaminated Peanut Butters, Justin's Sees Increase in Sales Volume and Product Interest

Boulder, CO January 18, 2009 - Justin's Nut Butter reported their second highest sales volume in the history of the company last week, supporting an historical trend for consumers to purchase more organic and natural products during food contamination outbreaks.

"This sad and unfortunate situation has brought more awareness to the importance of buying and eating organic and natural foods," says Justin Gold, founder of Justin's Nut Butter. "Every Justin's product must pass 3rd party lab tests which far exceed FDA requirements. Justin's consumers can be sure that what they are purchasing from us is healthy and of the highest quality."

Justin's reports its organic peanut butters and all-natural almond butters are safe and unaffected by a recent outbreak of salmonella which has occurred in some types of institutional peanut butters and peanut pastes. The origin of these contaminated products are believed to have been produced at The Peanut Corp. of America's production plant in Blakely, GA, a facility that has no association with Justin's products.

Justin's Nut Butter is produced at Fresca Foods, a Colorado-based natural foods manufacturer. All products produced at Fresca undergo rigorous 3rd-party lab testing. Fresca has its production processes audited by various independent agencies which have certified its production practices and given it the highest ratings.

"We run a state of the art hold-and-release program at Fresca Foods," says Alex Cieth, Executive Vice President of Fresca. "We hold every lot of Justin's Nut Butter produced at our facility for both Salmonella and E. Coli testing via a third party accredited lab. After we receive negative results clearing the product, it is then released for distribution," says Cieth.

About Justin's Nut Butter:

Justin's Nut Butter is the premier nut butter company on the planet providing gourmet nut butters in 16oz jars, 1.15oz. squeeze packs and .6oz squeeze packs in six delicious flavors: Classic Peanut, Honey Peanut, Cinnamon Peanut, Classic Almond, Honey Almond and Maple Almond. Justin's Manufactures

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the best tasting, organic and natural nut butters in the world using a small batch, proprietary grinding process. Justin's Nut Butter was conceptualized in 2002 by Justin Gold, an active outdoor vegetarian who started with a food processor in home kitchen and began selling 16 oz jars to natural food stores in Boulder, Colorado. In 2006 the 1.15oz squeeze pack was launched and in 2008, Justin's launched the .6oz squeeze pack. For more information visit: www.justinsnutbutter.com

About Fresca Foods:

Fresca Foods, Inc. is a Boulder County, Colorado-based natural foods manufacturer. They are located in the heart of the natural foods industry and nestled up against the foothills of the Rocky Mountains. Their location allows them to source the highest quality and freshest raw materials for their products. With 12 years of experience manufacturing frozen and natural foods, Fresca Foods is a leader in the natural foods industry. They have grown through their emphasis on quality. Whether through a dedicated quality and product assurance team or through independent auditing and testing, their rigorous quality program ensures that the products they produce are made to exacting standards. For more information visit: www.frescafoodsinc.com

About Silliker:

With more than 50 locations serving clients worldwide, Silliker is the leading internationally accredited food testing and consulting network. Silliker provides food manufacturers, restaurants, caterers and retailers with testing, consulting, auditing, research, sensory evaluation and training services that help assure quality, safety and nutrition. Through these services, they help companies develop new products, identify operational problems, anticipate areas of concern, and institute practical controls associated with food safety and quality risks. Leading companies worldwide recognize Silliker as a trusted partner due to their ability to deliver accurate information in a timely manner, their reputation as a scientific leader in food science, and their local and international presence. For more information visit: www.silliker.com

