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Justin's: 'smooth' expansion planned for popular nut butter line

Boulder-based company receives second Local Producer Loan from Whole Foods Market

Boulder, Colo. (Oct. 21, 2010) – Innovative nut butter company, Justin's, is the most recent small business recipient of a Local Producer Loan provided by Whole Foods Market. The \$100,000 financing will allow the six-year-old Boulder company to purchase new equipment to expand production and grow efficiently while remaining true to its core values and standards, a challenge for many small businesses in the natural foods sector.

This is the second Local Producers Loan for the organic and all-natural nut butter manufacturer known for pioneering the single-serve squeeze pack. Justin's received its first loan for \$25,000 in November of 2007, the program's inaugural year. At that time Justin's used the money to purchase a second squeeze-pack machine for its facility. After paying the loan back early, Justin's was excited to apply this year to support new growth efforts.

CEO and founder Justin Gold expects the equipment upgrade will promote innovation and expansion of the company's products as well as growth into new regions and channels. Justin's line has expanded beyond nut butters and into confections since the company's inception in 2004.

"We are humbled and honored to be a part of the Whole Foods Market Local Producers Loan Program.," said Gold. "Our hats are off to Whole Foods for recognizing the challenges small businesses face, and finding ways to help us grow efficiently."

Last week Justin's launched a line of peanut butter cups in dark and milk chocolate, which are sold exclusively at Whole Foods Market through the end of the year. Additionally, the company will launch two new exclusive flavors of nut butters to Whole Foods Market in 2011: Vanilla Almond Butter and Maple Peanut Butter. Since 2007 Whole Foods Market has awarded \$855,780 in loans to local producers in the Rocky Mountain Region. Recipients include Caleb & Milo of Taos, N.M.; Yummy's Choice of Kansas City, Kans.; Desert Blends of Taos, N.M.; and from Boulder: Justin's, Haystack Mountain Goat Dairy, MouCo Cheese Co., Full Circle Farm, Evol Burritos and Boulder Ice Cream.

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About Justin's:

Justin's (www.justinsnutbutter.com) a premium natural foods company, produces organic and all-natural nut butter spreads and peanut butter cups. Justin's began in 2004 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food stores in Boulder, Colo. Today, with the expansion of its delicious flavors and addition of peanut butter cups, Justin's is available nationally at fine retailers including: Whole Foods Market, Safeway, Kroger, Wegman's, REI, Cost Plus World Market, SuperTarget, Jewel-Osco, HEB, Sprouts, REI, JetBlue many more. Justin's nut butters are available in 16-ounce jars, 1.15-ounce squeeze packs and .5-ounce squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. Justin's Peanut Butter Cups are available in Dark Chocolate and Milk Chocolate varieties in 1.4oz, two cup packs.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com, NASDAQ: WFMI) is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet™," captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 55,000 Team Members, Whole Foods Market has been ranked one of the "100 Best Companies to Work For" in America by *Fortune* magazine for 13 consecutive years. In fiscal year 2009, the company had sales of \$8 billion and currently has more than 280 stores in the United States, Canada and the United Kingdom.