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**Naturally
Nora.**

FOR IMMEDIATE RELEASE

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NATURALLY NORA® Makes Show Debut at Natural Products Expo West Anaheim, California, March 6-8, 2009: BOOTH 5356

Princeton, NJ – February 23, 2009 – This year's Natural Product Expo West marks the show debut of Naturally Nora®, an exciting new line of all-natural baking mixes.

Launched in the spring of 2008, Naturally Nora cake and frosting mixes have received rave reviews for their delicious homemade flavor. Originally created by a mom in her home kitchen, Naturally Nora products taste homemade because they started out homemade.

Unlike traditional mixes and frostings, Naturally Nora products contain NO artificial ingredients or hydrogenated oils. A comparison of ingredient labels (see following page) makes the difference clear: *Naturally Nora Sunny Yellow Cake Mix* contains **only 8** ingredients while *Betty Crocker® Super Moist®* Yellow Cake Mix* contains a **whopping 17!**



A Few Facts about Naturally Nora

- Made entirely from all-natural ingredients; contain no artificial flavors, colors, preservatives, hydrogenated oils, dairy or soy ingredients (milk or soy milk can be added during preparation). All varieties are kosher and the cake mixes are vegan. Additionally, the whimsically designed packaging utilizes recycled materials and vegetable-based inks.
- The line consists of five cake and four frosting varieties: *Sunny Yellow®*, *Cheerful Chocolate®*, *Alot'a Dots* (yellow cake with bits of color), *Cookie Cookie* (yellow cake with bits of chocolate cookie), and *Surprising Stars* (yellow cake with chocolate cookie stars).
- *Alot'a Dots* cake and frosting mixes are the *first and only* all-natural alternative to the artificially-colored confetti cakes loved by kids everywhere.
- Available at a growing number of stores including Whole Foods Market, in 20 states and Washington, D.C. as well as nationally through Amazon.com.
- Its *Bake Great Schools* program supports fundraising efforts through donations of cake and frosting mixes to parent-teacher organizations.

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Naturally Nora, Inc. was founded to fulfill the needs of ingredient-conscious consumers seeking convenient and wholesome desserts to serve their families and friends. As an active, health-conscious mother, Nora Schultz experienced this need first-hand and embarked on a quest to create desserts you can feel good about. For more information, visit www.naturallynora.com.

*Betty Crocker and SuperMoist are trademarks of General Mills, Inc. and are not associated with Naturally Nora, Inc.

Naturally Nora

A New Concept in Baking Mixes: Nothing Artificial



Naturally Nora®

•Sunny Yellow

- UNBLEACHED WHEAT FLOUR, SUGAR, BAKING SODA, NATURAL VANILLA FLAVOR, CREAM OF TARTAR, SALT, CAROB BEAN GUM, GUAR GUM



Pillsbury® Moist Supreme®

•Classic Yellow

- SUGAR, ENRICHED BLEACHED FLOUR (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), PARTIALLY HYDROGENATED SOYBEAN OIL, WHEAT STARCH, BAKING POWDER (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE, DICALCIUM PHOSPHATE), CONTAINS 2% OR LESS OF: DEXTROSE, CORN STARCH, SALT, ARTIFICIAL FLAVOR, PROPYLENE GLYCOL MONOESTERS, MONO- AND DIGLYCERIDES, CELLULOSE, COLORED WITH YELLOW 5 AND RED 40, XANTHAN GUM, CELLULOSE GUM, POLYSORBATE 60, TBHQ AND CITRIC ACID



Betty Crocker® Super Moist®

•Yellow

- ENRICHED FLOUR BLEACHED (WHEAT FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OIL, CORN SYRUP, LEAVENING (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE, MODIFIED FOOD STARCH), PROPYLENE GLYCOL MONOESTERS OF FATTY ACIDS, CORN STARCH, DEXTROSE, SALT, DISTILLED MONOGLYCERIDES, DICALCIUM PHOSPHATE, MALTODEXTRIN, XANTHAN GUM, NATURAL AND ARTIFICIAL FLAVOR, YELLOWS 5&6, NONFAT MILK



Duncan Hines® Moist Deluxe®

•Classic Yellow Cake

- SUGAR, ENRICHED BLEACHED WHEAT FLOUR (FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), VEGETABLE OIL SHORTENING (PARTIALLY HYDROGENATED SOYBEAN OIL, PROPYLENE GLYCOL, MONO- AND DIESTERS OF FATS, MONOCALCIUM PHOSPHATE), LEAVENING (SODIUM BICARBONATE, DICALCIUM PHOSPHATE, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), WHEAT STARCH, CONTAINS 2% OR LESS OF: SALT, DEXTROSE, POLYGLYCEROL ESTERS OF FATTY ACIDS, ARTIFICIAL FLAVORS, PARTIALLY HYDROGENATED SOYBEAN OIL, CELLULOSE GUM, XANTHAN GUM, MALTODEXTRIN, MODIFIED CORNSTARCH, COLORED WITH (YELLOW 5 LAKE, RED 40 LAKE)



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