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FOR IMMEDIATE RELEASE

Get Bear Naked. Help Protect A Trail.

Bear Naked, Inc. Fuels the Body and the Spirit with Launch of All
Natural/Organic Trail Mix Varieties and Triple Crown Project

America's Three Classic Long-Distance Hiking Trails Inspire Trail Mix
Line -- Appalachian Trail Mix, High Sierra Blend and Continental Divide
Blend -- and Aid in Preservation of National Outdoor Treasures

NORWALK, Conn., June 19 -- In conjunction with the company's ongoing commitment to preserving nature's playground, Bear Naked, the all- natural food and lifestyle company, will launch three varieties of Trail Mix, their latest wholesome triad of products to hit the market. With unique, robust blends and heart-healthy ingredients, the new Trail Mixes will hit stores this June as part of Bear Naked's Triple Crown Project, a national effort to conserve, build and maintain America's three classic long-distance hiking trails. As part of the effort, the company has partnered with and donated funds to the three organizations dedicated to preserving these trails.

Aptly named Appalachian Trail Mix, High Sierra Blend and Continental Divide Blend, each Trail Mix variety is designated in honor of the three classic trails to raise awareness for trail preservation. Additionally, consumers can log on to the Bear Naked website at www.bearnaked.com/trailmix to learn more about the uniqueness of each trail including: fun facts; trail descriptions; maps; and new ways to get involved with each of the three partner organizations -- the Appalachian Trail Conservancy, Continental Divide Alliance and Pacific Crest Trail Association.

"As true outdoor enthusiasts, we are so excited to combine our passion for great-tasting, all-natural foods that fuel active lifestyles with helping to preserve some of our country's greatest outdoor assets," states Brendan Synnott, Bear Naked's co-founder and CEO. "With the launch of our Trail Mix line we hope to encourage consumers to eat all-natural foods, as well as to educate them about the physical and emotional benefits of protecting and preserving our country's hiking trails."

In honor of the launch of the Trail Mix line, Bear Naked sponsored a Triple Crown Challenge at Adventures NYC on June 16th. At the event, over 10,000 people were the first to taste the Trail Mixes in New York City's Central Park. The Triple Crown Challenge offered fans the opportunity to try out three fun and challenging outdoors sports, mountain biking, hiking and rock climbing. The Company donated \$1 to the Triple Crown Project organizations for every person who completed the Challenge and each participant received a free t-shirt and bag of Trail Mix.

The launch of the Trail Mix line is a natural next step for Bear Naked. Founded in 2002 by Brendan Synnott and Kelly Flatley in an effort to turn their personal passions for healthy, active living into an enjoyable career, Bear Naked has become the #1 and #2 granola brand in the U.S. natural and conventional channels, respectively. Hand-crafted in small batches, each Bear Naked product is made from all-natural ingredients, contains no chemicals, preservatives or artificial flavors and boasts a flavor profile that assures consumers no longer have to compromise on great taste when choosing a wholesome snack.

"After working for over a year to perfect the formulas for our Trail Mix line, we are very excited to hit our goal in creating a truly delicious, all- natural snacking option," says Kelly Flatley, the company's co-founder and master baker. "Since each of our Bear Naked products are minimally processed and offer only heart-healthy, plant-based ingredients, we are confident that the new Trail Mix line will provide great fuel for everyone -- whether they are on the go or on the mountain."

About the Trail Mix Varieties:

Appalachian Trail Mix: Appalachian Trail Mix is a unique blend of whole grain granola clusters, dried cranberries, raisins, honey and a plethora of heart-healthy nuts including raw almonds, cashews, walnuts, peanuts and more.

High Sierra Blend (organic): High Sierra Blend is a delicious USDA certified organic mix of cashews, semi-sweet chocolate chips, pumpkin seeds, raisins, nuts and more.

Continental Divide Blend: Continental Divide Blend is a luscious mix of banana chips, whole grain chocolate granola clusters, almonds, walnuts, coconut and more.

Each Trail Mix variety contains zero trans fat and no preservatives, hydrogenated oils, cholesterol, artificial flavors or high fructose corn syrup.

About Bear Naked

In 2002, Kelly Flatley and Brendan Synnott co-founded Bear Naked, Inc. based on their belief in developing great tasting products made from all- natural ingredients that fuel active lifestyles. Just five years later, Bear Naked has nationwide distribution and is the #1 and #2 granola brand in the natural and conventional channels, respectively. With a strong passion for active living, the company is dedicated to supporting causes that maintain our outdoor spaces so that all can enjoy nature's playground. As Bear Naked continues on its path of growth, Brendan and Kelly are committed to furthering their contributions to the health and well-being of their customers, employees, and the outdoor spaces we all love to play in. For more information, visit www.bearnaked.com.

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