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A BATCH MADE IN HEAVEN

BEAR NAKED INTRODUCES TWO SNACKING FAVORITES: HEAVENLY CHOCOLATE AND PEANUT BUTTER

--Bear Naked, America's Number #1 Selling Natural Granola Company, Captures Two of America's Most Desired Flavors with Their Newest Granolas--

Norwalk, CT – October 3, 2007 – In conjunction with the company's ongoing commitment to encourage healthy snacking, Bear Naked, the all-natural food and lifestyle company, released two new granola flavors, ***Heavenly Chocolate*** and ***Peanut Butter***, now available nationwide.

For the peanut butter lover, there's nothing quite as satisfying as the thick, savory taste of fresh peanuts. For the candy connoisseur, nothing is more flavorful than a dark, rich, sweet piece of chocolate. For the granola fan that craves both flavors, this is the perfect pairing from the perfect company.

Initially launched earlier this summer as an "in and out" product, the company decided to release the Heavenly Chocolate flavor for year round consumption when it quickly became one of Bear Naked's top-selling flavors. Heavenly Chocolate is an exciting endeavor for the all-natural company, which wanted to create something flavorful and wholesome. A smart, snackable solution to satisfy that all-too-often craving.

Bear Naked's all natural peanut butter and chocolate granolas meet the needs of today's consumer by bringing together fun, great taste and wholesome ingredients--all of which are wrapped up in a brand that encourages active living and is driving category growth.

"At Bear Naked, we love developing wholesome snacking products with flavor profiles that strongly resonate with consumers," says Rachel Sanzari, MS, RD, Director of Nutrition. "Chocolate and peanut butter were logical choices for us. They're traditional snacking flavors we all love to eat. Our fans appreciate our portfolio of delicious, wholesome and exciting snacking options, because we always ensure great taste while offering an on-the-go source of sustainable energy."

About Heavenly Chocolate:

This all-natural granola is a delicious, soft baked blend of whole grain oats and dark chocolate goodness. As with all Bear Naked products, there are no preservatives, hydrogenated oils, cholesterol, artificial flavors, high fructose corn syrup and 0g trans fat. Translated, it's everything you want, and nothing you don't. Or, to anyone with a sweet tooth, it's edible

heaven.

About Peanut Butter:

All natural peanuts and peanut butter are at the heart of this new granola, allowing consumers to rediscover the indulgent flavor in a better for you snack. Whole grain oats provide long-term energy while peanuts and ground flax seed contain minerals, antioxidants and fiber. No hydrogenated oils, refined sugars or artificial ingredients are used – something other peanut butters can't promise.

For scrumptious munching at home or on the go, Bear Naked makes it easy to stay on the path of healthy eating.

About Bear Naked

Bear Naked, Inc. began in 2002, based on a 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, it remains committed to improving the health and well-being of its customers, employees, and the outdoor spaces we all love to play in. For more information, visit www.bearnaked.com.

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