



BEAR NAKED®

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BEAR NAKED INTRODUCES ALL NATURAL GRANOLA BARS

Pure & Natural Grain-ola Bar Line Offers Unique Solution for Naturally-Indulgent Snacking

LA JOLLA, Calif (July 7, 2009)—Bear Naked, the natural foods innovator, announced today that it is expanding its premium, all natural granola family to include a new line of granola bars that offer active consumers a unique, on-the-go snacking alternative that is both decadent and nutritious. Soft and chewy in texture and available in three enticing flavors—Chocolaty Cherry, Tropical and Fruit and Nut— *Bear Naked™ 100% Pure & Natural Grain-ola™* bars provide a new way to satisfy cravings for delicious, “bearly” processed snacks.

“We are thrilled to introduce our *100% Pure & Natural Grain-ola* bars, a perfect fit for the *Bear Naked™* family of foods that provide multi-sensory combinations of pure and simple ingredients,” said Ryan Therriault, senior manager, brand marketing and innovation. “Bear Naked is dedicated to providing great-tasting, nutritious snacks that compliment a naturally-inclined, modern lifestyle. These *Grain-ola* bars are an innovative solution that strikes the perfect balance of exciting flavor, healthy indulgence and simple nutrition that nourishes the body, mind and spirit without sacrificing great taste.”

Bear Naked™ 100% Pure & Natural Grain-ola™ bars deliver a richly-indulgent snacking experience that inspires their consumers to play their way through life. Each distinct flavor excites the senses with a unique combination of visible, real whole fruits, hearty nuts and seeds, and Bear Naked’s signature granola. Made with 100 percent ingredients straight from nature and minimally processed, they do not contain any preservatives, artificial flavors, trans fats, cholesterol, hydrogenated oils or high fructose corn syrup. Each convenient, single-serve bar offers positive nutrition.

Chocolaty Cherry combines rich chocolate with cherries, pecans and almonds for the perfect sweet-tooth fix. Tropical features exotic fruits including mango, papaya, pineapple and coconut. Fruit and Nut replicates the popular *Bear Naked All Natural Granola* flavor with a blend of raisins, cranberries and hearty pecans and almonds. *Bear Naked 100% Pure & Natural Grain-ola* bars are now available in grocery stores nationwide for the suggested retail price of \$1.69 per bar.

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About Bear Naked

Bear Naked is an all natural food and lifestyle company that offers a full line of all natural granolas, ready to eat cereals, and granola bars. Launched in 2002, the company is passionate about creating great-tasting, natural foods to fit today's active, on-the-go lifestyle and is best known for its homemade granola made from real whole grains and 100% pure and natural ingredients. Today, Bear Naked has evolved into a nationally recognized consumer brand that is available in more than 10,000 retail stores across the U.S. For more information, visit www.bearnaked.com.

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