



BEAR NAKED®

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BEAR NAKED LAUNCHES ITS FIRST READY-TO-EAT CEREAL

100% Pure & Natural Cereal Offers a Great-Tasting, Nutritious Way to Start the Day

LA JOLLA, Calif. (June 3, 2009)—Bear Naked, the natural foods innovator, announced today that it is expanding its family of premium, all-natural foods to include an original line of ready-to-eat cereals. **Bear Naked™ 100% Pure & Natural Cereal**— available in Cranberry Raisin and Banana Nut—combines flakes that are kissed with nature’s sweetness, luscious fruits, hearty nuts and seeds, and crunchy granola clusters to offer an invigorating new way to enjoy flavorful ingredients and energizing nutrition.

“The *100% Pure & Natural Cereal* is an exciting new addition for us because we’ve been able to translate the winning combination of bold flavors and real ingredients found in our granola into a cereal,” said Ryan Therriault, senior manager, brand marketing and innovation. “We wanted to provide a breakfast option for people who live an active yet natural lifestyle and want both positive nutrition and enjoyment in their food.”

Bear Naked 100% Pure & Natural Cereal allows consumers to begin their day with a blend of delicious ingredients with no artificial preservatives, artificial flavors, trans fats, cholesterol, hydrogenated oils or high fructose corn syrup. The cereals are packaged in Bear Naked’s signature bags—re-sealable for lasting freshness, and see-through to the high-quality ingredients that come straight from nature and allow people an honest look into what their breakfast cereal is comprised of.

Cranberry Raisin is a naturally sweet, nutritious blend of wheat and rice flakes, whole raisins, sunflower seeds, ripe cranberries, pepitas, apples and granola clusters. **Banana Nut** is bursting with whole grain and wheat flakes, banana chips, oat clusters, dried apples, hearty walnuts and granola clusters.

Bear Naked 100% Pure & Natural Cereal will be available in grocery stores nationwide beginning in June 2009 for the suggested retail price of \$4.49.

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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