



BEAR NAKED®

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FOR IMMEDIATE RELEASE

BEAR NAKED ENCOURAGES CONSUMERS TO “EAT NATURAL, PLAY NATURALLY” WITH ADVENTURE SWEEPSTAKES

Natural Food and Lifestyle Company Offers Chance to Win Mountain Biking Trip Among Thousands of Prizes

LA JOLLA, Calif. (Feb. 16, 2010)—Bear Naked, the natural foods innovator, today announced the launch of its “Eat Natural, Play Naturally” sweepstakes, offering consumers the chance to win a domestic mountain bike trip offered by Western Spirit Cycling Adventures and one of 25 Cannondale® premier urban bikes (to be awarded in the form of a voucher to be used at a Cannondale Dealership) among thousands of other prizes. Bear Naked fans are invited to enter the sweepstakes any time between February 15 and May 1, 2010 online at www.bearnaked.com.

“In celebration of eating and playing naturally, Bear Naked is rewarding our fans with the chance to win prizes that connect them with nature, such as an adventure mountain biking trip or a Cannondale bike,” said Ryan Therriault, senior manager, brand marketing and innovation. “We see this sweepstakes as a way for us to share the best Mother Nature can provide, whether enjoying some breathtaking mountain singletrack or delicious flavors and positive nutrition through our all-natural foods.”

Two lucky participants in the Bear Naked “Eat Natural, Play Naturally” sweepstakes will win the grand prize of a five-day, four-night domestic mountain biking trip for two by Western Spirit Cycling Adventures. The trip will include round-trip air transportation and lodging. In addition, twenty-five first prize winners will be awarded Cannondale® Quick CX FS bicycles in the form of vouchers to a Cannondale Dealership, while 500 second prize winners will win a voucher for a pair of Teva® Mush® Flip Flops and 1,500 third prize winners will be treated to a *Bear Naked*™ T-shirt.

Consumers can learn more about the sweepstakes from Bear Naked displays in their local grocers or at www.bearnaked.com, but no purchase is necessary to enter or win. For contest entries and official full rules, please visit www.bearnaked.com.

Abbreviated Rules. No Purchase Necessary. To enter, beginning at 12:00:00 AM (PT) on 2/15/10 through 11:59:59 PM (PT) on 5/1/10, go to www.bearnaked.com, and follow the online instructions to register and complete your entry. Registration is free. Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at time of entry. Ends 5/1/10. Void where prohibited. Subject to complete Official Rules at www.bearnaked.com. Sponsor: Bear Naked, Inc., P.O. Box 8557, La Jolla, CA 92038.

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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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