



**BEAR NAKED®**

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**FOR IMMEDIATE RELEASE**

**BEAR NAKED INTRODUCES TWO NEW ALL NATURAL GRANOLAS**

*Peak Flax Oats and Honey with Blueberries Together with Maple Pecan, Enhances  
100% Pure & Natural Granolas Line*

LA JOLLA, Calif (Jan. 12, 2010)—Bear Naked, the natural foods innovator, today announced two new additions to its premium, all natural granola line. *Bear Naked® 100% Pure & Natural Granola™* in Peak Flax Oats and Honey with blueberries along with Maple Pecan complement Bear Naked's existing granola offerings by providing consumers with additional ways to indulge in great-tasting snacks that also provide positive nutrition.

“We are especially proud of our two new delicious flavor combinations as they offer bold flavors with pure and simple ingredients,” said Ryan Therriault, senior manager, brand marketing and innovation. “With superior taste and feel-good nutrition, these new granolas are the perfect snack to satisfy your sweet tooth, fuel your body, and provide important nutritional benefits that come straight from nature, not through fortification.”

*Bear Naked 100% Pure & Natural Granola* in Peak Flax Oats and Honey with blueberries along with Maple Pecan are made with minimally-processed ingredients you can actually pronounce. As is the case with all Bear Naked products, the new granolas are crafted without any preservatives, artificial flavors, trans fats, cholesterol, hydrogenated oils or high fructose corn syrup. Each flavor provides 18g of whole grains in every serving and smart carbohydrates for nutrition that makes your body smile.

**Peak Flax Oats and Honey with blueberries** is a delicious, soft-baked blend of whole grain oats, luscious blueberries and hearty flax seeds and is sweetened naturally with honey, providing an excellent source of Omega 3 fatty acids with 320 mg in every serving.

**Maple Pecan** combines whole grain oats naturally sweetened with REAL maple syrup and nutrient-rich praline pecans lightly coated with agave sweetener for a flavorful crunch in every bite. This delicious blend provides a decadent, rewarding flavor.

*Bear Naked 100% Pure & Natural Granola* in Peak Flax Oats and Honey with blueberries in addition to Maple Pecan Granola are available now in grocery stores nationwide for a suggested retail price of \$4.49 per bag.

**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](http://www.bearnaked.com).

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