



Press Release - New Product Announcement

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For Immediate Release

Grab 'n Go School Breakfast Goes Organic  
Program goal is to help every student get a healthy start to the day

**Minneapolis, MN November 5, 2008** - Notables by Mission Nutrition, an all-natural grab and go breakfast solution for schools, today announces its partnership with Country Choice Organic, a leading producer of organic cookies, snacks and hot cereals based in Eden Prairie, Minn.

“We are excited about our partnership with Country Choice Organic, and look forward to working closely with them to ensure students nationwide, from all walks of life, gain access to a healthy, organic and most importantly, great tasting breakfast,” said Notables Executive Director Sarah Lindberg.

Many students today, whether due to economic hardships or busy morning schedules, do not have access to a daily breakfast at home, making it crucial for schools to find creative ways to serve their students. School breakfast is one of the most inexpensive and effective ways to increase student performance and prevent behavior issues in the classroom.

“Country Choice Organic is proud to be a part of this important initiative. Studies continue to prove that mom was right when she said breakfast is the most important meal. The more we can do to help more kids start their days with a healthy breakfast, the better off we’ll all be,” said Country Choice Organic Chief Cookie Officer John DePaolis.

Each Notables meal, when paired with milk, exceeds the minimum USDA School Breakfast Program nutrition requirements by combining a Country Choice Organic FIT KIDS Oatmeal Square, a low sugar organic cereal and a fruit component, all prepackaged in a 100% recycled decorative meal bag.

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About Notables

For additional information on Notables by Mission Nutrition®, visit their Web site at <http://www.notables.com>. Or contact them by phone between the hours of 8:00 a.m. and 5:00 p.m. CST at 1-888-394-1406

About Country Choice Organic

Country Choice Organic produces great tasting organic cookies, hot cereal and convenient Oatmeal on the Run. All Country Choice products are certified organic and created to help make it easier to eat organic. Country Choice products are sold nationwide wherever you buy organic products. For more information, visit [www.countrychoiceorganic.com](http://www.countrychoiceorganic.com).