



Press Release - New Product Announcement

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For Immediate Release

Grab 'n Go School Breakfast Goes Organic
Program goal is to make nutritious breakfast fun for students

Minneapolis, MN December 19, 2008 - Notables by Mission Nutrition, an all natural grab and go breakfast solution for schools, recently announced its partnership with Nature's Path, the leading producer of organic cereals in North America.

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. With Notables, schools are now able to duplicate a restaurant's kids meal program; using the educational, fun, visually interesting meal bags kids are accustomed to, and fill them with nutritious and organic foods.

"We are excited about our partnership with Nature's Path, and look forward to working closely with them to ensure that students nationwide, from all walks of life, have access to delicious, healthy, organic and most importantly, fun breakfasts that they will be excited about eating," said Notables Executive Director Sarah Lindberg.

According to research done by FRAC, the Food Research and Action Center, studies show that students who eat school breakfast increase their math and reading scores as well as improve their speed and memory in cognitive tests. Research also shows that children who eat breakfast at school -- closer to class and test-taking time -- perform better on standardized tests than those who skip breakfast or eat breakfast at home. <http://www.frac.org/pdf/cnsbp.PDF>

"We can now deliver Nature's Path organic cereals to school kids through the innovative Notables breakfast in a bag concept, at a cost that is workable and can fit into every school breakfast program," said Nature's Path Food Service VP of Sales & Marketing Perry Walrack.

Each Notables meal, when paired with milk, exceeds the minimum USDA School Breakfast Program nutrition requirements by offering a single serve Nature's Path whole-grain cereal, a 70 percent organic whole-grain oatmeal bar and a fruit component, all prepackaged in a fun meal bag printed on 100 percent recycled paper.

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

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