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FOR IMMEDIATE RELEASE

**SOYJOY RECOGNIZED BY GLOBAL ECO-FRIENDLY AND
RENOWNED FOOD SAFETY ORGANIZATIONS**

ISO and AIB International Certifies Southern California SOYJOY Manufacturing Plant

NORTHRIDGE, Calif. (January 28, 2009) -- SOYJOY[®], an all-natural, nutrient-rich snack baked with whole soy and real fruit, proudly announces the company's most recent accomplishments – certification from two distinguished organizations – the International Standards Organization (ISO) 14001 2004 and the AIB International.

“This is an incredible accomplishment for SOYJOY as it's been a multi-year commitment to secure these certificates,” said Mark Walsh, chief operating officer for Pharmavite. “As a brand whose core essence revolves around a natural ingredient – a soy bean – it's imperative that we evaluate all of our manufacturing processes through an eco-friendly lens so that we are minimizing our impact on the environment.”

The International Standards Organization (ISO) 14001:2004 certification, officially demonstrates SOYJOY's commitment to earth-friendly manufacturing processes, decreasing the carbon footprint of the business. The ISO 14001:2004 certification was created in 2004 with the goal of reducing the environmental footprint of businesses and to decrease the pollution and waste businesses produce. To obtain the ISO certificate, SOYJOY was required to have an evaluation conducted by an accredited third-party audit that verifies that the requirements specified in the standards have been met, as well as held internal training sessions to ensure every employee was informed on policies and procedures. Further, to build upon the standards, SOYJOY participated in philanthropic efforts that included a holiday food drive and pledged a long-term commitment to improving the environment.

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In addition, the SOYJOY manufacturing plant was evaluated by the AIB International on Dec. 30 and 31, 2009. The review was based on several equally weighted criteria that included a 1000-point rating system, divided into 5 categories -- Operational Methods and Personnel Practices; Prerequisite & Food Safety Program; Cleaning Practices; Integrated Pest Management and Maintenance for Food Safety. The SOYJOY plant received a “Superior” classification – the highest possible rating.

“We have diligently worked toward delivering consumers an exceptional SOYJOY product, while at the same time ensuring that we maintain our stringent guidelines for food safety,” said Leroy Lovier, director of SOYJOY plant operations. “These certificates showcase our current and continued commitment for safety and sustainability, as well as making SOYJOY a quality product – beginning from the moment the raw ingredients enter our SOYJOY manufacturing facility until the SOYJOY product ships to retailers.”

For more information about International Standards Organizations 14001 2004, please visit www.iso.org.

For more information about ABI International Certification, please visit: www.aibonline.org.

About SOYJOY

SOYJOY is an all-natural, nutrient-rich food baked with whole soy and real fruit. All soy comes from soybeans, which are naturally grown beans similar in size to a pea. Whole soy is minimally processed and is a rich source of vitamins and minerals including folate, potassium, magnesium, zinc, iron and calcium. The whole soybeans in SOYJOY are ground to keep the naturally-occurring fiber, protein, vitamins, minerals and other nutrients intact. Each SOYJOY offers a combination of high quality protein, fiber and fat, which helps to provide sustained energy without a lot of calories. SOYJOY is available in a variety of great flavors: Blueberry, Apple, Strawberry, Berry, Mango Coconut, Peanut Chocolate Chip and Raisin Almond. For more information, please visit www.SOYJOY.com.

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