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TruSweets Acquires Surf Sweets from Santa Cruz Nutritionals
*New Owner Committed to Growing Organic, Natural Candy Company
and Providing Healthier Candy Options for Parents and Children*

PROSPECT HEIGHTS, ILL – SEPT. 9, 2008 -- TruSweets, LLC has acquired the Surf Sweets brand of organic and natural gummies and jelly beans from Santa Cruz Nutritionals. TruSweets was founded by Bert Cohen to provide great tasting organic and natural sugar confections to adults and children that are free of harmful ingredients. Cohen has extensive experience in the organic and natural food industry.

Organic candy and individual snacks grew by 26.1% to approximately \$38.3 million in 2007, according to SPINScan data taken from the June 2008 issue of The Natural Foods Merchandiser. TruSweets is committed to aggressively driving growth of the brand to fully realize its potential. In addition to the new web site, the company will be making substantial investments including redesigned packing, new products, expanded distribution and integrated consumer marketing programs.

Surf Sweets gummy candies and jelly beans are made from organic and natural ingredients without artificial flavors and colors. According to the non-profit Center for Science in the Public Interest, Yellow 5, Red 40 and six other widely used artificial colorings are linked to hyperactivity and behavior problems in children and should be prohibited from use in foods. Several of these dyes are already being phased out in the United Kingdom.

Surf Sweets are drenched in fresh fruit flavor and fortified with Vitamin C. The candies are non-GMO, gluten-free, produced in a nut-free facility and are one of the few candies produced without corn syrup. Surf Sweets are packaged in a manner that minimizes the impact on the environment. For more information call 224. 676.1070 or www.surfsweets.com.

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