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SURF SWEETS INTRODUCES NEW .9OZ SNACK PACK AND NEW PACKAGE GRAPHICS FOR BRAND

New packaging design includes unique size perfect for on-the-go snacks and lunch boxes

Prospect Heights, IL (May 12, 2009) – Surf Sweets Gummy Bears and new Sour Berry Bears are now available in a .9oz snack pack. In addition to the new .9oz snack pack, Surf Sweets also unveiled a new packaging graphic design for all of their varieties of candy.

The new .9oz (25g) snack packs contain a single serving of candy with only 80 calories, contains 60% of your daily allowance of Vitamin C and have a suggested retail price of \$0.79 per pack. They make an ideal snack for lunch boxes and for families' on-the-go. The new single-serving size keeps with Surf Sweets mission of providing kids and parents with healthier candy options.

Along with adding .9oz snack packs to the Surf Sweets lineup, the brand has also redesigned its packaging with a new look and feel. The design is part of a new integrated graphic identity that is being utilized in all marketing communications materials.

The new design clearly defines Surf Sweets as a healthier candy option, while continuing to be a fresh, fun brand that kids love. The graphic elements were designed to be kid-friendly and reflect the idea of California, healthy-living which inspired the brand.

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About TruSweets, LLC.

Based in Prospect Heights, IL, TruSweets, LLC is a leading manufacturer of natural and organic candy. Its products are marketed under the Surf Sweets brand and sold through grocery retailers, natural food stores and other distribution channels. Surf Sweets varieties include *Gummy Bears, Fruity Bears, Sour Berry Bears, Gummy Worms, Sour Worms, Gummy Swirls & Jelly Beans.*

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