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FOR IMMEDIATE RELEASE

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Naturally Sweetened, Totally Delicious Surf Sweets Launch in Canada



Prospect Heights, IL (October 1, 2009) – TruSweets, LCC, owner and manufacturer of [Surf Sweets](http://www.surfsweets.com), the leading brand of naturally sweetened, totally delicious gummy candies and jelly beans in the U.S., announced today the national launch of its candies in bilingual packaging specially designed for Canada.

Four unique varieties of Surf Sweets mouth-watering organic and natural gummy candies and jelly beans -- all of which are made with organic fruit juice and sweeteners – are available to Canadian retailers through two leading Canadian distributors of natural and organic products: Puresource Inc. and Left Coast Naturals. They include:

- Gummy Worms (Vers Gélatineux)
- Gummy Bears (Oursons Gélatineux)
- Organic Jelly Beans (Bonbons Haricots)
- Sour Worms (Vers Acidulés)

“We’re thrilled to bring the natural goodness of Surf Sweets candy to Canada,” says Bert Cohen, President and Founder of TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands like Surf Sweets that are better for our families and our planet. “We know how much our Canadian neighbors will appreciate the fact that Surf Sweets uses only the highest quality organic and natural ingredients for our candies, and that they’re all free of artificial colors, flavors and GMOs,” Cohen says.

“Where most candy is sweetened with corn syrup, Surf Sweets is not,” Cohen adds. “Surf Sweets are naturally sweet because they’re made with real organic fruit juice instead of corn syrup, and are fortified with antioxidant Vitamin C.”

Additionally, Surf Sweets candies are gluten-free, casein-free and allergy-friendly, meaning that they contain none of the most common food allergens (peanuts, tree nuts, milk, eggs, fish, shellfish/crustaceans, soy, wheat, sulphites, sesame seeds and mustard). All Surf Sweets candy is produced and packaged in a dedicated nut-free facility.

Surf Sweets offers delicious options for vegans and vegetarians; Sour Worms are vegan; Jelly Beans and Sour Worms are vegetarian.

Each Surf Sweets 78-gram bag of candies contains only 130 calories per serving and will sell in Canada for a suggested retail price of \$2.49. For more information on store locations, visit www.surfsweets.com/buy.php.

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About TruSweets, LLC.

Surf Sweets is the leading brand of naturally sweetened, totally delicious gummy candies and jelly beans in the U.S. made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and operated by Prospect Heights, IL-based TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands that are better for our families and our planet. The company was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Surf Sweets currently offers seven unique varieties of mouth-watering gummy candies and jelly beans that are available at mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information, visit www.surfsweets.com

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