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**NEW PRODUCT ANNOUNCEMENT: SURF SWEETS INTRODUCES SOUR BERRY BEARS!**

*Surf Sweets expands its line of healthier candy options*

**Prospect Heights, IL** (May 12, 2009) – Surf Sweets is proud to announce the addition of a new variety, Sour Berry Bears, to its lineup of natural & organic candy.

The natural and organic candy segment grew by 14.1% to \$127 million for the 52 weeks ended June 14, 2008, according to the October 2008 issue of The Natural Foods Merchandiser. This growth is due to an increasing number of consumers seeking products with natural ingredients and becoming concerned with artificial colors and flavors. Sour Berry Bears continue the Surf Sweets brand commitment to produce healthier candy options for parents and their kids.

Sour Berry Bears are fortified with 100% of your daily allowance of Vitamin C. They are made in a dedicated nut-free facility using organic sweeteners, natural colors and flavors. The candies are non-GMO, gluten-free, and produced without corn syrup. Sour Berry Bears will also become the fourth vegan variety of Surf Sweets.

Surf Sweets will be introducing Sour Berry Bears in a 2.75oz (78g) package and a .9oz (25g) snack pack with only 80 calories. Each package contains three flavors: Sour Cherry, Black Raspberry, and Strawberry.

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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*. For more information, please visit the web site at [www.surfsweets.com](http://www.surfsweets.com).

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