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## **Surf Sweets Launches Natural, Organic Candy Line at More Than 250 Toys"R"Us Stores Across the Country**

*Surf Sweets Committed to Providing Healthier Candy Options for Kids*

**PROSPECT HEIGHTS, ILL – Jan. 6, 2009** -- Surf Sweets today announced the introduction of its organic, natural candy line in more than 250 Toys"R"Us stores across the country. Surf Sweets provides a natural, organic candy option for parents looking to provide healthier choices for their children.

Surf Sweets gummy candies and jelly beans are made from organic and natural ingredients without artificial flavors and colors. 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. In addition, the treats are packaged in a manner that minimizes the impact on the environment.

"As parents increasingly seek natural and organic products for themselves and their families, we're pleased to offer Surf Sweets as part of the product assortment at Toys"R"Us," said Bert Cohen, president of Surf Sweets' parent company TruSweets.

Organic candy grew by 14.1 percent to more than \$127 million for the 52 weeks ending on June 14, according to SPINScan data taken from the October 2008 issue of The Natural Foods Merchandiser.

For more information contact TruSweets, LLC at 224.676.1070 or <http://www.surfsweets.com>.

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