

## **Earth Balance® Introduces Newly Redesigned Product Line at Natural Products Expo East Booth #2848 in Boston, Oct. 16-18**

BOULDER, Colo. (Oct. 13, 2008) —Earth Balance®, a line of all-natural healthy buttery spreads, shortenings, nut butters, and cream cheeses, will introduce the brand's new packaging design and showcase the complete Earth Balance® product line at the Natural Products Expo East show in Boston, Oct. 16-18, booth #2848.

"We are thrilled to showcase Earth Balance®'s new and updated packaging design at this year's Expo East," said Rickard Werner, vice president and general manager of Earth Balance®. "We aspired to create a new look and feel that would reflect our brand core values, and ultimately convey what Earth Balance® is all about – great taste, simple and natural ingredients, and superior nutrition."

The Earth Balance® family of products includes delicious butter alternatives and savory olive oil-based spreads, as well as rich-tasting cream cheeses. Newest to the Earth Balance® family is the Earth Balance® line of agave-sweetened, no-stir nut butters that includes Almond Butter and Creamy and Crunchy Peanut Butter. Every Earth Balance® Natural Spread is 100% natural and contains important Omega 3s. They are also non-GMO, and free of trans-fats, hydrogenated oils, and artificial ingredients of any kind.

### *About Earth Balance®:*

Based in Boulder, Colo., Earth Balance® produces a line of 14 deliciously healthy buttery spreads, shortenings, nut butters, and cream cheeses. Made with a proprietary blend of expeller-pressed oils shown to raise good (HDL) cholesterol and lower bad (LDL), they are also a good source of important Omega 3s. Available in organic and vegan varieties, in both tub and stick forms, Earth Balance® Natural Spreads are also non-GMO, and free of trans-fats, hydrogenated oils, and artificial ingredients of any kind. Earth Balance® Natural Spreads are sold nationally at Whole Foods Market, regionally at City Market, Fred Meyer, Henry's, King Soopers, Publix, QFC, Safeway, Trader Joe's and Wegmans, as well as in local natural and specialty stores across the U.S. and Canada. Earth Balance® is a division of Smart Balance Inc. (NasdaqGM: SMBL). For more information, visit [www.EarthBalanceNatural.com](http://www.EarthBalanceNatural.com).

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