

## **Earth Balance® Launches New Products at Natural Products Expo West Booth #2954 in Anaheim, Mar. 14-16**

*New offerings include Almond Butter, Peanut Butter and Cream Cheese Bar*

BOULDER, Colo. (Mar. 10, 2008) — Earth Balance®, a line of all-natural healthy buttery spreads, shortenings, nut butters, and cream cheeses, will launch its new all-natural Almond Butter, Peanut Butter and Cream Cheese Bar at the Natural Products Expo West in Anaheim, Calif., Mar. 14-16, at booth #2954.

Earth Balance's new nut butter line, which includes an Almond Butter, Creamy Peanut Butter, and Crunchy Peanut Butter, provides a unique combination of great taste and nutritional benefits. An added blend of expeller-pressed oils works naturally to keep the nut butters from separating, and flax seeds are added for excellent ALA Omega 3 content. In addition, the nut butters are sweetened with natural agave syrup, a low glycemic sweetener. Earth Balance's new Cream Cheese Bar joins the existing real Cream Cheese tub product, presenting an additional package option to consumers looking for a great-tasting healthier alternative to traditional cream cheese offerings.

"We are thrilled to introduce our newest additions to the Earth Balance® family at this year's Expo West," said Rickard Werner, vice president and general manager of Earth Balance®. "Given that Expo West is the largest natural products tradeshow in the world, it's only *natural* that we launch our newest offerings in Anaheim. We look forward to sharing our Almond Butter, Peanut Butters and Cream Cheese with attending industry professionals and consumers and are expecting a great show."

The Almond Butter, Peanut Butters and Cream Cheese Bar join the existing Earth Balance family of products, which includes organic and vegan varieties that are produced using a unique, nutritionally beneficial blend of oils. From delicious butter alternatives and savory olive oil-based spreads to sweet nut butters and rich-tasting cream cheeses, every Earth Balance® Natural Spread is 100% natural and contains important Omega 3's. They are also completely free of GMO's, trans fats, hydrogenated oils, and artificial ingredients of any kind.

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*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 3's. Available in organic and vegan varieties, in both tub and stick forms, Earth Balance® Natural Spreads are free of GMOs, gluten, 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. 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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