

Earth Balance® New Vegan Nut Butters Now Available at Whole Foods Market® Stores Nationwide

Premier natural and organic foods retailer offers new Almond Butter and Peanut Butter

BOULDER, Colo. (Aug. 26, 2008) — Earth Balance®, a line of all-natural healthy buttery spreads, shortenings, nut butters, and cream cheeses, announced today that Whole Foods Market, Inc. (WFMI), the world's leading natural and organic foods supermarket, is now offering Earth Balance®'s new vegan nut butter products in all of its stores nationwide.

United Natural Foods, Inc. (UNFI) will distribute all three new Earth Balance® products – Almond Butter, Crunchy Peanut Butter and Creamy Peanut Butter – to over 250 Whole Foods Market stores across the country.

“Whole Foods Market is already home to many of Earth Balance’s all-natural products, so we are excited to add to the product mix, offering our shoppers even more of these unique, healthy and great-tasting alternatives,” said Errol Schweizer, Whole Foods Market’s Associate Global Grocery Coordinator. “The new nut butters are perfect additions to a brand that already strongly resonates with our customers.”

Earth Balance®'s new vegan 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.

“We are thrilled to launch our newest products through all Whole Foods Market stores nationwide,” Rickard Werner, vice president and general manager of Earth Balance®. “Our core customers are Whole Foods Market shoppers, and there is no better place to introduce our newest innovations. Our agave-sweetened vegan nut butters offer further choice to shoppers when it comes to finding the perfect great tasting and healthy spread. We look forward to continuing our strong relationship with the Whole Foods Market team and customers.”

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. and Canada. Earth Balance® is a division of Smart Balance Inc. (NasdaqGM: SMBL). For more information, visit www.EarthBalanceNatural.com.

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The logo for Earth Balance features a stylized green leaf or vine graphic on the left side. To the right of the graphic, the words "earth" and "balance" are stacked vertically in a lowercase, serif font. The word "earth" is in a dark brown color, and "balance" is in a lighter brown color. A registered trademark symbol (®) is located to the upper right of the word "balance".

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balance®

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