

For Immediate Release

Contact: Heather Willison, heather@snap-pr.com, 303.517.2272, Sylvia Henry, sylvia@snap-pr.com, 720.475.6088

Earth Balance® Showcases New Soy Free Spread & Hosts Gluten-Free Author/Baker Jules Shepard at Natural Products Expo East in Boston, Sept. 24-26

BOULDER, Colo. (Sep. 21, 2009) —Earth Balance®, a line of all-natural healthy buttery spreads, shortenings and nut butters, will showcase its new all-natural Soy Free Spread at the Natural Products Expo East in Boston, Sep. 24-26, at booth #2343. Earth Balance® also announces a special appearance by noted gluten-free author and baker Jules Shepard on Thurs., Sept. 24, from 2 p.m. to 5 p.m.

“We are excited to return to this year’s Expo East with our newest offering, our Soy Free Spread, which is the perfect butter substitute for those suffering from a range of food intolerances,” said Rickard Werner, vice president and general manager of Earth Balance®. “Additionally we are thrilled to introduce Jules Shepard to Expo East attendees. As a Celiac patient herself, Jules understands the difficulty in baking gluten, dairy and allergen free and will be offering her expertise and recipes for using Earth Balance® in cooking healthier options both for those living a gluten-free lifestyle, as well as those simply seeking healthier alternatives.”

Shepard will be sampling a few of her recipes featuring Earth Balance®, and will also be on hand at the Earth Balance® booth to discuss the relationship between Celiac Disease and dairy intolerance, a link that is often not known or talked about. The first 50 visitors will receive a signed copy of Shepard's latest book, "The First Year: Celiac Disease and Living Gluten Free," which was written from her perspective as a Celiac patient and is a great resource for anyone endeavoring to eat gluten free.

The new Soy Free Spread is all natural, vegan, soy free, has zero grams of trans fat per serving and is an excellent source of Omega 3s. With the same great taste that Earth Balance® Natural Spreads are known for, the Soy Free Spread offers a great option to consumers with allergies to soy-based products.

The new Soy Free Spread joins the existing Earth Balance® family of products which includes delicious butter alternatives, savory olive oil-based spreads and sweet nut butters. Every Earth Balance® Natural Spread is 100% natural and contains important Omega 3s. They are also vegan, 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 deliciously healthy buttery spreads, shortenings and nut butters. Made with a proprietary blend of expeller-pressed oils shown to raise good (HDL) cholesterol and lower bad (LDL), they’re also a good source of important Omega 3’s. Available in both tub and stick forms, Earth Balance® Natural Spreads are vegan, non-GMO and free of 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.

###



earth
balance®

7102 LaVista Place, Suite 200 • Longmont, CO 80503 • 201-568-9300