



NEWS RELEASE

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Crispy Green's Crispy Fruit Snack Appeal Lets You Indulge Your Cravings

*– Healthy, All-Natural Fruit, Including its New Crispy Pears,
Are Perfect for Snacking...Anytime –*

Fairfield, N.J. – May 7, 2008 – Crispy Green Inc., the maker of Crispy Green® Crispy Fruit premium, freeze-dried fruit snacks, today announced that its all-natural, freeze-dried fruit products available in single-serving, snack-sized packages are an excellent healthy snack choice for children and adults who want to practice better eating habits for a more healthy lifestyle – without compromising on taste.

Specialty Food magazine recently cited a Mintel study that found as the growing trend away from the traditional three meals a day evolves into frequent, smaller meals, consumers snacked 7.4 times a week, with nearly one-quarter doing so more than ten times weekly. More consumers are reaching for snacks to satisfy cravings and Crispy Fruit is the perfect healthy snack to help fill this void and provide your fruit quota for the day.

Crispy Fruit snacks contain 100% high quality, all-natural, freeze-dried fruit slices with real fruit taste and natural fruit fiber with no additives, preservatives, fat, or cholesterol. Each single-serving of Crispy Fruit is 40 calories or less and is available in five delicious flavors: Crispy Apples, Crispy Apricots, Crispy Peaches, Crispy Pineapples and the newest taste sensation – Crispy Pears.

Crispy Green's light, Crispy Fruit slices have been certified kosher-parve by Shatz Kosher Services and are soy-free, gluten-free and dairy-free for Vegans and people who suffer from gluten sensitivity. Crispy Green's .36-ounce single-serving size was created

with snack portion control in mind so that consumers do not over-eat and feel guilty about giving in to their snack cravings. And best of all, Crispy Fruit is fun to eat.

“We developed Crispy Fruit in single-serving portions so that people can stop trying to control their cravings and instead learn to satisfy them with healthy and nutritious options like Crispy Fruit,” says Angela Liu, President and Founder of Crispy Green. “When your mind is telling you to eat some chips, then Crispy Green’s freeze-dried fruit snacks are the smart, healthy choice.”

For people on the go, Crispy Green offers the handy ‘Grab & Go’ 6-PACKs - six single-serving in one convenient package. Crispy Green’s moisture-free, convenient packaging was designed to accommodate a consumer’s hectic lifestyle and offers the healthfulness of fruit in small, snack-sized portions.

The product’s portability and long shelf life make Crispy Fruit the ideal ‘emergency snack’ to keep in your desk, briefcase, backpack lunchbox or locker. Crispy Fruit is the snack for all occasions and puts healthy, all-natural fruit at your fingertips at anytime. Visit www.crispygreen.com/Press/Ways_to_Enjoy.pdf to learn about other creative ways to enjoy Crispy Fruit.

Crispy Green’s line of Crispy Fruit products can be found in the produce and grocery aisles of many leading supermarkets and natural and specialty food stores located throughout the United States. To find a Crispy Green retailer in your area, go to <http://crispygreen.com/storelocator/main.html>. Crispy Green can also be purchased online at <http://www.amazon.com> or at the Crispy Green Web site at <http://crispygreen.com/onlinestore.html>.

About Crispy Green

Crispy Green Inc. (www.crispygreen.com) is the maker of Crispy Fruit freeze-dried fruit snacks sold under the brand Crispy Green® and a leader in this category of products. The company was founded in August 2004 with a core mission to provide delicious, healthy and wholesome snacks using the best natural ingredients with no artificial flavor enhancement.

The Crispy Fruit line of snacks are made of **real fruit, real taste, nothing else!**® A sophisticated freeze-drying process removes the water from fresh, sweet fruit, leaving behind the fruit’s true essence in a light and crispy texture that’s perfect for snacking. Crispy Green Crispy Fruit are a delicious, convenient way to add more fruit to your daily diet.

In 2005, Crispy Green introduced *Crispy Apples, Crispy Apricots and Crispy Peaches* in the United States. In 2007, Crispy Green launched Crispy Pineapples and in 2008 it launched its newest addition to its all-natural, healthy Crispy Fruit product line – *Crispy Pears*. Crispy Green plans to add 1-2 new items to its product line each year for the next few years along with its rapidly growing distribution footprint.

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