



Contact: Charlotte Luer
President
LJH Financial Marketing Strategies
239-404-6785

R. Adam Smith
Managing Partner
Circle Peak Capital LLC
646-230-8812

For Immediate Release

CIRCLE PEAK CAPITAL SEEKING ACQUISITIONS FOR HILL & VALLEY

New York, NY, March 9th, 2006 – Circle Peak Capital, a private equity firm based in New York City, announced today that it is pursuing acquisitions and related corporate development opportunities for Hill & Valley Inc., a portfolio company that manufactures baked sugar-free and no-sugar-added sweet goods.

“Add-on acquisitions, distribution and product licensing joint ventures, and private label relationships with companies that have a retail, in-store bakery, grocery, foodservice or specialty segment are being actively considered. In particular, cookies, pies, cupcakes and other baked goods that fit within Hill & Valley’s sugar free/no sugar added brand positioning are of interest, especially if the company has revenues between \$2.5 - \$20 million,” said Circle Peak Managing Partner R. Adam Smith. “Ideally, these partners will have longstanding customer relationships, an established direct sales force, customer concentration, unique product offerings, and limited capital expenditure requirements.”

Health and lifestyle concerns are a primary reason for the popularity of Hill & Valley’s baked goods. Diabetes is growing at an alarming rate within the United States and currently affects 18 million Americans. In addition, a total of approximately 30 million individuals, nearly 1 in 10, are on a sugar restricted diet or counting their carbohydrates. The majority of individuals with this disease have the ability to keep the illness in check with diet and exercise.

No Sugar Added products available from Hill & Valley include Baked Apple, Cherry and Sugar Free Lemon Meringue Pies and Banana Crème Cake. Hill and Valley also offers a variety of blueberry muffins, decorated cakes and cookies, including the most popular - Chocolate Chunk Cookies.

Hill & Valley, Inc.



Hill & Valley, Inc. is an 18-year old leading manufacturer of baked sugar free and no-sugar-added sweet goods based in Rock Island, Illinois. Products are sold nationwide primarily through the in-store bakery section of supermarkets, and include cakes, pies, cookies and brownies that are sweetened using sugar substitutes derived from corn and other natural, trans-fat free ingredients. Hill & Valley, Inc. meets customers' demand for bakery products with alternative sweeteners to sugar, especially for the diabetic and diet-conscious consumers. It supplies over half of the top 25 U.S. grocery retailers and is known to be the largest exclusive provider of sugar free and no-sugar-added bakery products in the United States.

Circle Peak Capital LLC

Circle Peak Capital LLC ("Circle Peak") is a private equity investment firm based in New York, NY that invests in established small- and mid-cap private companies in the consumer sectors. Circle Peak's principals and advisors are experienced in investing in, managing, operating and advising companies with between \$10 million and \$500 million in sales. The Company is dedicated to partnering with proven management, and supplementing management teams where necessary, building profitable and sustainable businesses, and realizing significant returns on capital for its principals, management teams and investors. For more information, go to www.circlepeakcapital.com or call 646-230-8812.