



Hill & Valley

New Sugar Free and No Sugar Added Premium Home-style Desserts

(ROCK ISLAND, IL. June 5, 2006) Hill & Valley announces a revolutionary step in bringing great tasting premium baked goods to the Sugar-Free and No-Sugar-Added segment. Exclusively for the In-Store Bakery, Hill & Valley's Master Bakers have created four new lines of premium products ready to thaw and merchandise - all with that **taste and texture of homemade** your customers crave, but **without the sugar**. There are new chunky, buttery cookies that taste every bit as delicious as Grandma's. New Premium Home Style Pies, bursting with large chunks of Apple or whole Montmorency Cherries, and a flaky texture that will remind you of homemade. Our overstuffed muffins are packed with whole blueberries or are topped with chunks of walnuts, and the melt in your mouth Crème Cakes are made with natural purees and cinnamon.

Hill & Valley takes extra care in baking our premium products and are concerned for providing our customers with the very best. Our entire line of baked goods is made with the finest ingredients available and with Zero Grams of Trans Fat, and of course, **without the sugar**.

"Diabetics and their families search for dessert and snack alternatives," says Scott Florence, Hill & Valley's President and CEO. "While many of these customers may not normally visit the in-store bakery, studies show that a prominent display of a variety of Sugar-Free and No-Sugar-Added bakery products will drive bakery sales."

We are committed to providing exceptional products to our customers. That is why - on all of our products - we state this guarantee. "For over 20 years our Master Bakers have dedicated themselves to creating full-flavored premium baked goods. We promise to provide the highest quality Sugar-Free and No-Sugar-Added products with that homemade taste and texture. At Hill & Valley, we bring you closer to home."

As the category leader, Hill and Valley, formerly known as Nancy's Pies, Inc. offers the widest selection available of high-quality, full-flavor Sugar-Free and No-Sugar-Added bakery desserts. Products are sold nationwide through supermarket in-store bakeries. For more information about Hill and Valley's full line of product offerings, please contact your Broker or call 1-800-480-0055 x 113. Additional information is also available at www.hillandvalley.net.