



NEWS RELEASE

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Nancy's Pies new name is now Hill & Valley Inc.

(ROCK ISLAND, Ill.) Nancy's Pies, a Rock Island-based manufacturer of sugar-free and no-sugar-added desserts, announces that they have officially changed the name of their company to Hill & Valley Inc.

Due to the expansion of the line into cakes, cookies, muffins, and many other dessert products the name "Nancy's Pies" became difficult to use, hence, the birth of "Hill & Valley" brand. The company has worked hard over the last year to grow and develop this new name.

In light of this growth and change, the decision has been made to change the formal name of the company. Effective immediately, the company's formal name is Hill & Valley Inc. This change is a name change only. The management, staff, products and operations are unaffected by this name change.

According to Scott Florence, President of Hill & Valley Inc., the Hill & Valley brand identifies products that promote responsible eating for a wide range of consumers. "Our consumer base originally consisted of diabetics and others who wished to control their sugar intake for health reasons. While this remains a very important group for us, we recognize the growing number of consumers interested in carb-control for weight and body image reasons. They consciously reduce sugar in their diet as a 'duty' to their health and wellness, and even desserts are subject to more responsible eating habits."

Florence cited a new poll by Opinion Dynamics, which states that some 26 million Americans are on a hard-core, low-carb diet right now, with 70 million more limiting their carb intake without formal dieting. Reasons mentioned in other surveys include immediate health concerns, current and long-term weight control and the desire to develop better lifelong eating habits.

Nancy's Pies, Inc., now known as Hill & Valley Inc. has enjoyed great success with its Sugar Free and No Sugar Added products by servicing the large majority of supermarket retailers in the U.S. Founded in 1987, Hill & Valley Inc. has earned the distinction as the leading supplier of sugar free and no sugar added bakery dessert products in the country. Located in Rock Island, Illinois, product lines include pies, crème cakes, decorated cakes, cookies, muffins and brownies.

For more information, call 1-800-480-0055 or go to www.hillandvalley.net.

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