

NEWS RELEASE

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Hill and Valley's New Spring and Summer Desserts promote a Healthier Lifestyle

(ROCK ISLAND, IL. January 24, 2006) Hill & Valley announces that their new line of Spring and Summer Sugar Free products emphasize a healthier lifestyle and do not contain trans fatty acids. Angel Food Cake, Key Lime Pie, Crème Pies, Meringue Pies, and new Shortcake top the list of must-haves for the 2006 Spring and Summer season. No one needs to be left out when a refreshing and delicious summertime dessert is being served.

Retailers can offer shoppers a Zero Trans Fat tasteful way to limit their sugar. Hill and Valley launched these Spring and Summer selections to help retailers entice their customers that *must or want to reduce sugar in their diet* with a festive array of seasonal items. Other seasonal favorites include Sugar Free Pound Cake, Strawberry Angel Food Cake and Angel Food Cake Bars. Displayed with the season's crop of fresh, luscious berries these items will make an enticing display.

“Seasonal offerings often leave diabetics and their families searching for dessert alternatives,” says Scott Florence, Hill & Valley, Inc. President /CEO. “While many of these customers may not normally visit the in-store bakery, studies show that a prominent display of sugar-free and no-sugar-added holiday products will drive bakery sales.”

As the category leader, Hill and Valley, formerly known as Nancy's Pies, Inc. offers the widest selection available of high-quality 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 Spring and Summer 2006 seasonal lines, contact your broker or call 1-800-480-0055 x 103. Additional information is available at www.hillandvalley.net.

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