

## NEWS RELEASE

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## Hill & Valley Sugar Free and No Sugar Added Bakery Products have Zero Grams of Trans Fat

(ROCK ISLAND, IL. January 11, 2006) Hill & Valley has reformulated all of their products with Zero Grams of Trans Fat, so that you can feel good about what you eat. “These recipes have the same great taste and texture that has been the foundation of our commitment to you”, states Felicia Carlson, Marketing Manager. “When you choose to enjoy a bakery item for a snack or for dessert, we want your experience to be satisfying and memorable”.

More consumers shop the perimeter of the store than any of the individual aisles. One of their favorite stops is the in-store bakery. Whether it is the irresistible aroma, the delicious and often free samples, the decorative appeal or just those thoughts and memories of home baked goodness, it is hard not to stop and buy a cake, muffin, pie or even just fresh-baked cookies for yourself, your family or your friends.

There is, however, a health concern in today’s lifestyle. Diabetes is growing at an alarming rate within the U.S. Nationally, nearly 30 million individuals, nearly 1 in 10, are on a sugar restricted diets or count their carbohydrates. Over 18 million Americans have diabetes, which affects all races and genders. The good news is that the vast majority of individuals with this disease have the ability to keep the illness in check with diet and exercise.

More than likely you know someone who can’t enjoy the freedom to choose whatever they want from the bakery – until now. Hill & Valley bakes over 200 of your favorite bakery products that are either Sugar Free or No Sugar added. And they all taste just like you baked them at home.

No Sugar Added products like Baked Apple or Cherry pies are available through Hill and Valley packed full of delicious fruit. Or try the light and refreshing Sugar Free Lemon Meringue Pie or melt-in-your-mouth Banana Crème Cake. Hill and Valley offers a variety of blueberry muffins and decorated cakes, and of course cookies. The all time favorite Chocolate Chunk Cookies are so delicious you will want to tell your family that you baked them yourself. Plus, you have the confidence in knowing that you can serve everyone a dessert or snack they will enjoy - whether they are on a restrictive diet or not.

Hill & Valley is the premier baker of Sugar Free and No Sugar Added desserts and snacks. Only the finest quality ingredients are baked into our products. We have responded to the health-conscious consumer demands by baking only Zero grams of Trans Fat into all of our Sugar Free and No Sugar Added products. Hill & Valley understands the health needs of our consumers and the desire for a variety of great tasting desserts and snacks. We hope you enjoy eating these delicious bakery items as much as we enjoy baking them for you.

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