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**MEADOWPURE™ LAUNCHES NORTH AMERICAN CONSUMER BRANDING
AND MARKETING CAMPAIGN**

Helping Consumers Distinguish Nutritional Fact from Fiction

Gurnee, IL, March 2007 – With the current media attention on Omega 3's – *USA Today* has dubbed it as “2007's hottest food additive” – the time has never been better for food companies to launch functional food brands with beneficial levels of Omega 3's. As consumers become more health conscious and the rate of diabetes, obesity and heart disease continues to increase in the US and Canada, the demand for products that address health and nutrition concerns will continue to grow. The real challenge, however, will be on the supermarket shelf. In this saturated environment, products with health claims supported by sound science will distinguish themselves from the crowd.

Pizzey's Milling, a leader in high quality, naturally stable flaxseeds, is taking the lead with its MeadowPure™ 2007 marketing campaign aimed at educating consumers on the science supporting the health benefits of Omega 3's.

“Our job is to help consumers make conscious choices and be able to distinguish nutritional fact from marketing hype,” says Linda Pizzey, CEO of Pizzey's Milling. For over a decade, the MeadowPure™ brand of milled flaxseeds have been the leader in Omega 3 content as well as superior quality and efficacy backed by sound nutrition, research and FDA support.

The company's educational and awareness campaign begins with a newly designed product label that doubles as an educational tool. The MeadowPure™ logo will be a self-adhesive, pull-out vehicle for consumer education right on the product they are purchasing. Food products formulated with MeadowPure™ can go straight to market with the MeadowPure™ logo right beside the health claims.

“An educated consumer will make health conscious food choices from companies that supply them with not only good products but also good information,” Linda continues. “Today’s consumers are bombarded with information, often to the point of making them more confused. Our goal is to help them cut through the clutter to get the heart of Omega 3’s benefits and what this means to the foods they eat themselves and feed to their family.”

The MeadowPure™ 2007 Marketing Campaign is launching with the follow initiatives:

Website: The new consumer friendly MeadowPure™ website will have up-to-date scientific and clinical data, along with articles from scientific, trade and consumer publications, to increase awareness and understanding of Omega 3’s and MeadowPure™. Everyday food tips will also be included as well as consumer stories on how they have incorporated Omega 3’s into their daily diets. The site is easy to navigate and features brands that contain MeadowPure™ to make it easy for consumers to shop for healthy products.

Digital White Paper: A 20-page document overviews much of the current science, particularly as it pertains to specific health conditions. With over 80 references, this white paper not only lays out the role that flaxseed, fiber, lignans and Omega 3 fatty acids play, it also discusses the current thinking on recommended intake of these essential fatty acids.

National Public Relations Campaign: The PR campaign has been created to educate consumers that a healthy diet does not necessarily mean just counting calories, carbohydrates and fat grams, but also entails looking at all the ingredients that go into the foods they are eating. Consumers need to know that they can, and should enjoy wholesome baked goods, pasta and bread as part of a healthy, well-balanced diet without compromising great taste and convenience. Promoting the positive benefits of the

MeadowPure™ brand of flaxseed and the multitude of benefits of Omega 3 will encourage consumers to look for brands that contain MeadowPure™.

With food fads coming and going, it is essential to maintain a consistent approach that is based on science. “Omega 3’s are not the latest fad,” says Linda. “They have the potential to be a daily staple, and as much a part of our daily nutrition as is Vitamin C.”

Pizzeys Milling was founded in 1991 upon the principle that a growing market opportunity for flaxseed ingredients, driven by mounting nutritional and medical evidence of its benefits should be anchored upon a foundation of good business practices and sound science. What began as a family farming operation transformed itself into a bakery before evolving into North America's largest, most experienced specialty-flaxseed ingredient supplier. Pizzeys' flaxseed products are developed through scientific research which aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212 693 2150 Ext. 314, email tamara@adinfinitemny.com.