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**FOR IMMEDIATE RELEASE**

**DESIGNING SPACES SPECIAL EDITION: KITCHEN SPACES  
FEATURING MEADOWPURE™**

**Gurnee, IL., November 2007** – In February 2008, MeadowPure™ and Pizzey's Nutritionals will be featured in an episode of Kitchen Spaces. The program is scheduled to run on key networks reaching women 35 and up including: WE (Women's Entertainment), TLC (The Learning Channel) and network affiliates for ABC, NBC, CBS, and FOX, and will reach a potential 80 million households.

With the focus on educating and empowering the audience with informative solutions for healthy eating, Pizzey's in conjunction with Flax Canada 2015, is featured in a dynamic segment about flaxseed. Viewers will be taken on a virtual journey that the blue-flowered flax takes from field to table. The fatty acids in flax are essential to life, and the humble little seed that dates back as far as 650 BC, is as important to human health today as it was then.

From the selection of the highest quality flaxseeds (the MeadowPure™ process) to cooking and food tips for incorporating flax into a daily healthy eating program, Kitchen Spaces is the perfect programming for today's health conscious consumer. Featuring Linda and Glenn Pizzey, founders of Pizzey's Nutritionals and Kelley Fitzpatrick, M.Sc., Director of Health and Nutrition for Flax Canada 2015, the episode was shot on location at Pizzey's Canada headquarters in Angusville, Manitoba, Canada and Linda's home kitchen.

Linda treats viewers to a whole days menu of products that contain MeadowPure™ O3 flaxseed. From breakfast waffles made with Hodgson Mills pancake mix and Quaker Oats Take Heart Instant Oatmeal to lunchtime treats such as Mission Foods Fat Free Heart Healthy Tortillas – Chicken Salad Wraps, and mouthwatering sandwiches using Dempster’s Whole Grain Flax Bread. Dinner is just as easy; Heartland’s Pasta Plus Ziti with Ham and Mushrooms recipe is a breeze to make and tastes delicious. And for pizza lovers, Kashi has just introduced a line of flax-crust pizzas with a range of toppings so tasty it’s hard to believe they are good for you too.

Other co-branding opportunities are being developed for 2008 with brands that contain MeadowPure™ O3 flaxseed. “It’s our goal to partner with our customers to help educate consumers in making healthy food choices,” says Linda Pizzey. “We want to cut through the clutter that’s out there to get to the heart of Omega 3 benefits and what this means to consumers everywhere preparing meals for themselves and their families.”

Pizzey’s Nutritionals (formerly Pizzey’s Milling) was acquired in September 2007 by Glanbia Plc., an international dairy foods and nutritional ingredients group headquartered in Ireland. The existing management team, headed by Linda and Glenn Pizzey, will remain with the business. Pizzey’s was founded in 1991 upon the principal 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. Pizzey’s flaxseed products are developed through scientific research which aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.

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For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212- 693-2150 Ext. 31 [tamara@adinfinitemny.com](mailto:tamara@adinfinitemny.com) or Dinean Robinson, 212-693-2150 Ext. 311 [dinean@adinfinitemny.com](mailto:dinean@adinfinitemny.com)