

**From: Interstate Bakeries Corporation**

**Contact: Hannah Arnold or Casey DePalma, 212-575-4545  
Linden Alschuler & Kaplan, Inc. Public Relations**

---

For Immediate Release

## **NATURE'S PRIDE™ BREAD DEBUTS AS FIRST 100% NATURAL LINE OF BREAD TO BE OFFERED ACROSS THE COUNTRY**

Kansas City, MO – February 9, 2009 – Interstate Bakeries Corporation (IBC), one of the nation's largest wholesale bakers and distributors of fresh baked bread and sweet goods including iconic brand names such as Wonder® and Hostess®, has introduced Nature's Pride™ - the first 100% natural brand of breads available across the country - offering the promise that every single slice of Nature's Pride bread is baked without artificial flavors or colors, no high fructose corn syrup, no trans fats and no artificial preservatives.

The launch of Nature's Pride is a significant milestone for IBC – marking the first post-bankruptcy emergence product launch as well as the first complete line of bread products to be introduced in several years.

“The popularity of natural food products continues to increase as more and more consumers look for wholesome and healthy foods that they can feel good about feeding their families,” said Stan Osman, Vice President of Marketing for Interstate Bakeries Corp., bakers of Nature's Pride. “Nature's Pride promises to deliver what these consumers want – a 100% natural brand of healthy, great tasting breads. Consumers can be sure that if the label says Nature's Pride it must be 100% natural.”

“As the first 100% natural brand of bread to be offered across the country, we are confident that Nature's Pride will be one of the most significant brand launches in years, not only for IBC, but for the bread industry as a whole,” said Rich Seban, Chief Marketing Officer for Interstate Bakeries Corp. “We are excited to launch this brand as we look forward to a new chapter of success for IBC.”

An increasing number of consumers are adopting a “natural lifestyle” with a focus on health and well being that includes green living, sustainability and natural products as well as a heightened concern for the environment. As a result, consumer interest in natural foods continues to grow with sales of natural foods and beverages increasing 50 percent over the past four years and total sales in 2008 exceeding \$15 billion as consumers look for natural product options in all aisles of the grocery store (Mintel, December 2008).

Available today, the Nature’s Pride line of bread products offers a menu of natural bread options including both hearty and traditional bread varieties that will address the preferences of all bread consumers.

The Nature’s Pride product line includes:

- **Premium Hearty Breads (24 oz)** – 100% Whole Wheat, 12-Grain, Healthy Multi-Grain, Country White. Double Fiber, Stone Ground Whole Wheat with Honey, Country Potato and Butter Milk varieties are available in select markets.
- **Traditional Soft Breads (20 oz)** – 100% Whole Wheat, Honey Wheat

The Nature’s Pride launch will be supported by a national advertising campaign which touts the brand’s 100% natural goodness and great taste with the Nature’s Pride promise – “Nothing less than 100%”. The campaign, created by Grey NY, includes national television, print and online advertising and features top women’s magazines like *Cooking Light*, *Everyday with Rachael Ray* and *Shape*.

Interstate Bakeries Corporation, the baker of Nature’s Pride™ products, is one of the nation’s largest wholesale bakers and distributors of fresh baked bread and sweet goods under various brand names including Wonder®, Hostess®, Dolly Madison®, Home Pride®, Merita® and Drake’s®. For more information visit [www.interstatebakeriescorp.com](http://www.interstatebakeriescorp.com).

# # #