

From: Interstate Brands Corporation

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For Immediate Release

NATURE'S PRIDE™ NAMED "BEST SLICED BREAD" BY FITNESS MAGAZINE

Dallas, TX – July 1, 2009 – Nature's Pride™ - the first 100% natural brand of breads available across the country – was named the "best sliced bread" by *Fitness Magazine* as part of the publication's 3rd annual Healthy Food Awards. The annual feature appears in the July/August issue.

Launched in February of this year, Nature's Pride bread is baked without artificial flavors or colors, no trans fats, no artificial preservatives and contains no high fructose corn syrup. Consumers can be sure that if the label says Nature's Pride it must be 100% natural. The new all-natural brand offers a menu of options including both hearty and traditional bread varieties.

- **Nature's Pride 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.
- **Nature's Pride Traditional Soft Breads (20 oz)** – 100% Whole Wheat, Honey Wheat.

"When we began to develop the Nature's Pride recipe, our goal was not only to bake an all natural bread that tasted good – it was to bake the best tasting bread available," said Rich Seban, Chief Marketing Officer at Interstate Brands, baker of Nature's Pride. "The recognition by *Fitness* validates the steps we've taken. We are thrilled that the brand was included on this year's award list."

For more information, including nutrition facts and recipes visit www.naturespridebread.com. Follow Nature's Pride on Twitter at https://twitter.com/Natures_Pride.

Interstate Brands 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.

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