

From: Interstate Brands Corporation

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For Immediate Release

NATURE'S PRIDE® BREAD TO SPONSOR FIRST ANNUAL FOODBUZZ BLOGGER FESTIVAL

Nature's Pride to Break Bread with America's Top Food Bloggers; Launches Foodbuzz Brand Profile Page

Irving, TX – October 7, 2009 – [Nature's Pride®](#) bread, the only brand of 100% natural breads available across the country, will be an official sponsor of the first annual [Foodbuzz Blogger Festival](#) – a first-of-its-kind event that will bring together America's top food bloggers to network and nosh over good eats and in great company. Hosted by Foodbuzz, the fastest growing food site that aggregates, organizes and curates more than 1.5 Million blog posts from 10,000 food blogs worldwide, the invitation-only festival will take place November 6-8, 2009 in San Francisco, CA.

Nature's Pride will be participating in several of the Foodbuzz Blogger Festival events, including the "Afternoon Tasting Pavilion" on Saturday, November 7 from 12:30 – 3:30pm, where producers, brands, wineries and chefs will share tastes and recipes. Nature's Pride will showcase the creative culinary talents of six festival attendees – designated as Nature's Pride "Bread Ambassadors" – who submitted original recipes using Nature's Pride that highlight the great taste and natural qualities of the bread. The Nature's Pride "Bread Ambassadors" will create their featured recipes at the Tasting Pavilion for festival attendees to taste, discuss and enjoy.

In addition, Nature's Pride will be the presenting sponsor of the "Sunday Brunch" on November 8. Festival attendees will have the opportunity to break bread one last time before the end of the festival with classic brunch favorites such as French toast and egg sandwiches all prepared using Nature's Pride bread.

"Foodbuzz represents what is important to all food lovers – 'finding flavor and sharing taste'. At Nature's Pride we take these qualities to heart, relying on Mother Nature and 100% natural whole-grain goodness to bake a bread that tastes truly amazing," said Laura Pitlik,

Director of Marketing, Super Premium Bread at Interstate Brands Corporation, bakers of Nature's Pride. "We are thrilled to partner with Foodbuzz and America's top bloggers and are delighted for the opportunity to showcase Nature's Pride, which is becoming a household staple for people looking for great tasting, 100% natural bread."

Ms. Pitlik added, "We'll also be announcing the latest news from the Nature's Pride brand at the Foodbuzz Blogger Festival. Stay tuned!"

Nature's Pride has also launched a brand profile page on Foodbuzz as part of the partnership which can be viewed at <http://www.foodbuzz.com/brands/producer/nature's+pride+bread/>. The brand profile page is the first stop for community engagement on Foodbuzz, and will allow Nature's Pride to stimulate, monitor and interact with foodies about the brand.

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. Nature's Pride has drawn rave reviews from consumers and earned high praise from *Fitness Magazine* as the best sliced bread and it offers a menu of options including both hearty and traditional bread varieties. 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

For more information on the brand, its varieties and recipes using Nature's Pride visit www.naturespridebread.com. Follow us on Twitter at http://twitter.com/Natures_Pride.

Interstate Brands Corporation, the maker 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®, Nature's Pride®, Dolly Madison®, Home Pride®, Merita® and Drake's®. For more information visit www.interstatebakeriescorp.com.

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