

For Immediate Release

Contact: T.J. McIntyre, tjmcintyre@smartbalance.com, 303.652.0521

Heather Willison, heather@snap-pr.com, 303.517.2272

Earth Balance® Debuts New Soy Free Spread at Natural Products Expo West Booth #2687 in Anaheim, Mar. 6-8

BOULDER, Colo. (Feb. 26, 2009) — Earth Balance®, a line of all-natural healthy buttery spreads, shortenings and nut butters, will introduce its new all-natural Soy Free Spread at the Natural Products Expo West in Anaheim, Calif., Mar. 6-8, at booth #2687.

The new Soy Free Spread is all natural, vegan, soy free, has zero grams of trans fat per serving and is an excellent source of Omega 3s. With the same great taste that Earth Balance® Natural Spreads are known for, the Soy Free Spread offers a great option to consumers with allergies to soy-based products.

“We are thrilled to introduce the new Soy Free Spread at this year’s Expo West,” said Rickard Werner, vice president and general manager of Earth Balance®. “We feel that there is a great demand for alternatives to traditional spreads that contain food allergens such as soy - one of the top eight most common food allergens according to the FDA*. At Earth Balance®, we pride ourselves on providing innovative and great tasting products for people who are vegan, suffer from food allergies or those simply seeking healthy alternatives. We feel confident that our new Soy Free Spread will be a hit with all.”

The Soy Free Spread joins the existing Earth Balance® family of products that are produced using a unique, nutritionally beneficial blend of oils. From delicious butter alternatives and savory olive oil-based spreads to sweet nut butters, every Earth Balance® Natural Spread is 100% natural and contains important Omega 3s. They are also vegan, non-GMO, and free of trans-fats, hydrogenated oils, and artificial ingredients of any kind.

About Earth Balance®:

Based in Boulder, Colo., Earth Balance® produces a line of deliciously healthy buttery spreads, shortenings and nut butters. Made with a proprietary blend of expeller-pressed oils shown to raise good (HDL) cholesterol and lower bad (LDL), they’re also a good source of important Omega 3’s. Available in both tub and stick forms, Earth Balance® Natural Spreads are vegan, non-GMO and free of gluten, trans fats, hydrogenated oils, and artificial ingredients of any kind. Earth Balance® Natural Spreads are sold nationally at Whole Foods Market, regionally at City Market, Fred Meyer, Henry’s, King Soopers, Publix, QFC, Safeway, Trader Joe’s and Wegmans, as well as in local natural and specialty stores across the U.S. Earth Balance® is a division of Smart Balance Inc. (NasdaqGM: SMBL). For more information, visit www.EarthBalanceNatural.com.

###

* “Food Facts: Food Allergies, What You Need to Know,” U.S. Food and Drug Administration. (February 2007).

The logo for Earth Balance features a stylized green leaf or vine graphic on the left side. To the right of the graphic, the words "earth" and "balance" are stacked vertically in a lowercase, sans-serif font. The word "earth" is in a dark brown color, and "balance" is in a lighter brown color. A registered trademark symbol (®) is located to the upper right of the word "balance".

earth
balance®

7102 LaVista Place, Suite 200 • Longmont, CO 80503 • 201-568-9300