

Earth Balance® New Soy Free Spread Now Available at Whole Foods Market® Stores Nationwide

BOULDER, Colo. (Mar. 24, 2009) — Earth Balance®, a line of all-natural healthy buttery spreads, shortenings and nut butters, announced today that Whole Foods Market, Inc. (WFMI), the world's leading natural and organic foods supermarket, is now offering Earth Balance®'s new all-natural Soy Free Spread in all of its stores nationwide.

United Natural Foods, Inc. (UNFI) will distribute the all-natural Soy Free Spread to all Whole Foods Market stores across the country.

"Whole Foods Market is the leading retailer of Earth Balance's all-natural products, so we are excited to provide our guests with another healthy, great-tasting and now soy-free alternative," said Errol Schweizer, Whole Foods Market's Associate Global Grocery Coordinator. "The Earth Balance brand already has a loyal following among our customers, and this item will appeal to folks who have both dairy and soy sensitivities."

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 launch our new Soy Free Spread at all Whole Foods Market stores nationwide," said Rickard Werner, vice president and general manager of Earth Balance®. "We are grateful to the Whole Foods Market team and customers for their continued support of Earth Balance® and we are pleased to introduce them to a new and healthy alternative to soy-based products."

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.

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