



**INTRODUCING EVERYBODY'S NUTS!TM: EXTRAORDINARY
SUPER PREMIUM CALIFORNIA PISTACHIOS**

*Always The Largest Available, Always Open Nuts – Guaranteed –
In Four Delicious Flavors Along with a Zany Comic Insert in Every Package*

LOST HILLS, Calif. – Jan. 2007 – Everybody's Nuts!TM California-grown pistachios is a new super premium snack line featuring the largest available nuts in four delicious flavors – from the extraordinarily addictive Salt & Pepper and European Roast to traditional Roasted & Salted and Roasted No Salt – along with a never before offered “always open” nut guarantee.

Nutritiously good, pistachios are a healthy snack choice that everyone can feel good about. And, inside each bag of Everybody's Nuts! is a fun, zany comic strip featuring “Stach” (pronounced “Stash” as in piSTACHio), a wacky, sassy cartoon character designed to appeal to kids from five to ninety-five. Each comic strip captures Stach's unique, witty commentary on life as a pistachio. Re-sealable packaging makes it a convenient take-along “snack attack” solution for today's busy on-the-go lifestyle.

“With all the recent excitement about the health benefits of nuts, now is the time to put the spotlight on pistachios,” says Dr. David Heber, director, UCLA Center of Human Nutrition at University California, Los Angeles. “Delicious, satisfying and good-for-you, pistachios are an excellent snack choice. Naturally cholesterol-free, pistachios are one of the ‘super foods,’ meaning they are good sources of eight nutrients, including thiamin, vitamin B6, copper and manganese plus they offer high levels of phytosterols, which is important for heart health. And a handful of pistachios is satisfying, so you feel fuller longer.”

The Biggest Pistachios Around. No Closed Nuts. Ever. Guaranteed.

Everybody's Nuts! uses only the largest available pistachios, resulting in an always open nut. The brand even offers a unique guarantee: if you find a closed nut, send it in (along with proof of purchase) and receive another box free of charge.

About Everybody's Nuts!™

Everybody's Nuts!™ pistachios are grown in Lost Hills, California, part of the San Joaquin Valley, the agricultural heartland of California. Everybody's Nuts! features the largest sized nuts available in Salt & Pepper, European Roast, Roasted No Salt and Roasted & Salted flavors. Everybody's Nuts! are only sold in the produce department of the grocery store. Along with a uniquely zany comic insert, each package comes with a never-before-offered guarantee: find a closed nut and receive another box, free. For more information visit www.everybodysnuts.com.

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