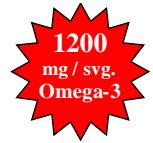




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HILTON SOY FOODS



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FOR IMMEDIATE RELEASE

May 15th, 2011

WOW, A Peanut Free Spread That Tastes Just Like Peanut Butter!

Ann Arbor, MI.-- Finally the peanut allergic and their families can have their own “PB&Js”, or at least one that has the same great peanut buttery taste. WOWBUTTER is a new 100% PEANUT and NUT FREE, safe-for-school amazingly delicious sandwich spread with nutrition even better than peanut butter. The product’s name, WOWBUTTER, derives from its slogan “WOW! Tastes Just Like Peanut Butter!” As a bonus, WOWBUTTER is labelled as natural, non gmo, high in OMEGA 3s, Gluten Free, Lactose Free, Dairy Free and Transfat Free.

Scott Mahon, President of the company commented, “Hundreds of testimonials tell us everyday shoppers love WOWBUTTER far and above every peanut free spread ever tried—whether soynut, sunflower, pea or other butters. Our customers, kids and adults alike, just really love WOWBUTTER.”

The folks at WOWBUTTER say the products—Creamy and Crunchy—are already in 2000 food stores in Canada and 4000 in the US. WOWBUTTER is the perfect peanut butter replacement for kids where peanut butter and peanut products have been banned. Mahon also highlighted the visual impact of the product saying, “WOWBUTTER’s colourful and attention getting labels are emotionally motivating to make that most important 1st purchase. The great taste then gets the repeat sales.”

The company is offering to send free mini samples and more information to interested retailers. Call or email Dennis@WOWBUTTER.com, Ph 734 741 8178. WOWBUTTER is currently available through UNFI and KEHE in the USA and UNFI and Horizon/PSC in Canada. More info at www.wowbutter.com FREE MINI SAMPLER Self Demo Displays are also available for all stores.

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PRESS/MEDIA :

Visit www.WOWBUTTER.com and click "**PRESS/MEDIA**," for an electronic copy of this Press Release and **WOWBUTTER photos**.

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www.wowbutter.com