



FOR IMMEDIATE RELEASE

Fruit Essentials, Incorporated Receives Registered Trade Mark for Fruit Essentials[®] Product Line

United States Patent and Trademark office grants name protection to category-leading natural foods and supplement manufacturer.

March 1, 2006 – New Richmond, WI – Fruit Essentials, Inc. was awarded USPTO registration number 3062482 on February 28, 2006 for the “Fruit Essentials” word mark. The mark was originally granted to Synergetic Marketing and Distribution, LLC, a Wisconsin based company whose assets were acquired by the newly formed Fruit Essentials, Inc. on January 15, 2006.

“Upon completion of our company changeover, we’ll take the necessary steps to ensure the mark is properly filed (with the USPTO) under Fruit Essentials, Inc.,” said Allen Luke, President and CEO. “This is merely our first step in bringing many exciting healthy concepts to life as brands.”

Unique cranberry and other fruit seed extracts are used in the Fruit Essentials[®] line of dietary supplements, functional foods and pet products, all of which are available for purchase online and in select health food stores nationwide.

Key nutritional compounds such as omega-3 essential fatty acids, complete protein and antioxidants are delivered in a variety of the Fruit Essentials[®] formulas. For more information, visit www.fruitessentials.com or call toll free: [877] EAT FRUIT.

Press Note: Product and concept photos are available for download on the press page of our website.

– # # # –

Contact:

Jeff Sanders - Operations Manager

Fruit Essentials, Incorporated

Toll Free: [877] 328.3784 (EAT FRUIT)

Phone: [715] 246.2400

Website: www.fruitessentials.com

E-mail: info@fruitessentials.com

Fax: [715] 246.2424

