

News Release

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Vitalicious Introduces Pumpkin Spice VitaTops

100-Calorie VitaTops Spice Up Expo West with Candied Ginger and Pumpkin Seeds

NEW YORK, NY – March 10, 2011 – Vitalicious is proud to introduce the new **Pumpkin Spice VitaTop**—the perfect alternative to fattening sweets. It is a “vital” and “delicious” 100-calorie muffin top full of rich, flavorful pumpkin taste, spices, such as candied ginger, and topped with pumpkin seeds.



“Vitalicious created Pumpkin Spice, because it was the most requested flavor by our [fans](#),” said Aryeh Hecht, president of Vitalicious. “After several years looking for the perfect quality ingredients, we are pleased to unveil the new flavor. We know many people deny themselves tasty foods to save on calories, but this approach usually backfires. Every food we offer must deliver the *most* nutrition and pleasure for the *least* amount of calories.”

The new Pumpkin Spice VitaTop helps health-conscious consumers satisfy their cravings and provides the nutrients they need to stay energized all year round. With only 100 calories per serving and made with quality, natural ingredients, the Pumpkin Spice VitaTop

is packed with 3 grams of protein, 8 grams of fiber and 15 vitamins and minerals. This sweet treat is a perfect breakfast, midday snack or after-dinner indulgence.

The new Pumpkin Spice VitaTops can be purchased online at www.Vitalicious.com. VitaTops are also available in a variety of great flavors such as Chocolate, Apple Crumb, and Fudgy Peanut Butter Chip. For more product information, including mealtime pairing suggestions, visit the Vitalicious website at www.Vitalicious.com.

About Vitalicious Foods Inc.

Vitalicious Inc. is the market leader of innovative “vital and delicious” baked goods that promote a healthy lifestyle without sacrificing taste. First to market with 100-calorie servings, Vitalicious continues to lead the way with a holistic approach that maximizes satisfaction with minimum calories. While most 100-calorie foods are loaded with sugar, artificial ingredients and preservatives, Vitalicious baked goods still remain as healthy as they were at the outset of the now thriving category. With products that are low fat, high in fiber and fortified with 15 vitamins and nutrients, Vitalicious is the only company that provides a unique triangle of need-satisfaction: all-natural ingredients, nutrient density and weight management. Vitalicious creates and sells a variety of unique, healthy, value-added baked goods under the VitaMuffin™, VitaTops™, VitaBrownie™, VitaCake™ and VitaMuffin Mix™ trademarks. Vitalicious products are sold at stores nationwide and at www.vitalicious.com.