

Vitalicious VitaTops Now Available at Publix Stores

NEW YORK, NY – December 18, 2009 - Vitalicious Foods Inc. today announces that its “vital” and “delicious” VitaTops will be available at all 1,070 Publix stores starting the week of December 21st.

One of the largest supermarket chains in the U.S., Publix has stores in Florida, Georgia, South Carolina, Alabama and Tennessee. VitaTops, all-natural, 100-calorie muffin tops, will be available in the following flavors at all Publix locations: Deep Chocolate; Banana Nut; Golden Corn; and CranBran.



Because VitaTops do not contain any preservatives or additives, they will be sold in Publix’s frozen breakfast aisle and should be stored in the freezer after purchase.

VitaTops offer superior nutrition, portion-control and high-quality ingredients. Each 2 oz VitaTop contains 5g to 6g of fiber; 0g to 1.5g of fat; 3g to 4g protein, 15 vitamins and minerals and multiple whole grains. In fact, it takes only takes only 13 to 15 minutes to “walk off” the 100 calories contained

in each serving.

For more information, please visit www.vitalicious.com or www.publix.com.

About Vitalicious Foods Inc.

Founded in 1999, Vitalicious Foods 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. With products that are low fat, high in fiber and packed with nutrients, Vitalicious is the only company that provides a unique triangle of need-satisfaction (All-Natural ingredients + Nutraceuticals + 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.