



For Immediate Release

Contact: JP Lincoln / Crier Communications
(310) 274-1072 x 201 / jp@crierpr.com

**NEW DIETARY GUIDELINES POINT TO NEED TO ENJOY FOOD, BUT EAT LESS
Vitalicious®, Inc. Founder and CEO Offers Opinion and Insights**

NEW YORK, NY (February 1, 2011) – The long-awaited 2010 Dietary Guidelines for Americans released yesterday address the American obesity epidemic, calling for more attention to calorie control through portion control, more emphasis on nutrient-rich food choices and a mindfulness toward the consumption of high-fat, high-sugar grain-based desserts. There is one company who has been delivering on these specific needs already for more than 10 years. Vitalicious® - the market leader of innovative “vital and delicious” baked goods was founded over a decade ago with a mission to offer delicious, 100-calorie, nutrient-rich VitaMuffins™ and VitaTops™. With a commitment to using ingredients of the highest quality, Vitalicious® delivers maximum nutrition and pleasure for minimum calories to help stave off cravings and fuel a healthier lifestyle.

“Vitalicious isn’t just a brand, it is a very personal passion of mine that started from a need to enjoy a nutritious and delicious, yet minimal calorie food with my coffee during my daily commute from Philadelphia to New York,” said Aryeh Hecht, president of Vitalicious®. “Now more than ever, and especially with the release of the 2010 Dietary Guidelines, people are focused on healthy eating. The question they should be asking themselves is - what's actually in my 100 calories? The new Guidelines emphasize and reinforce this need.”

Recommendations Put Into Action

The 2010 Dietary Guidelines report highlights the need to enjoy food, but eat less and watch portion size. Vitalicious® is a company that is strongly committed to these values. The new Guidelines also highlight key nutrients lacking in the typical American diet – dietary fiber, vitamin D and calcium and recommends at least three servings of whole grains a day. Vitalicious® helps consumers adhere to the Guidelines by providing real-world, on-the-go solutions that deliver on each of these points. First to market with 100-calorie, pre-portioned baked goods, Vitalicious® VitaMuffins™ and VitaTops™ give consumers a nutrient-rich option with delicious taste satisfaction. For instance, Vitalicious® Deep Chocolate VitaTops™ provides 9 grams of fiber, 20 percent of the Daily Value for calcium and 50 percent of the Daily Value for vitamin D, making it a “good value” snacking solution. Additionally, Vitalicious® baked goods fit within a heart-healthy diet*, as they are a source of whole grains, low in fat and sodium and have zero grams of cholesterol. These nutritious snacks are available in more than 15 flavors such as Fudgy Peanut Butter Chip, Pumpkin Spice and Deep Chocolate for only 100 delicious calories.

What's In *Your* 100 Calories?

The key to creating habits that are easy to maintain is to find foods that fit well within your lifestyle.

“You might say we've done all the hard work,” Hecht said, “In fact, we think our name says it all: “vital” - nutrient-rich - and “delicious. There's no question we've made it easier for people to eat what they love, whether they're trying to manage their weight or just living a healthy lifestyle.”

Habits Are Hard To Break – License to Eat Chocolate

“It was intentional and by design that we created a delicious taste experience that makes the absolute most out of every calorie – delivering maximum nutrition and pleasure for minimal calories,” said Hecht. The Vitalicious® product line is based upon the idea that in order for people to keep up healthy habits, they must feel satisfied and fulfilled with their eating plan. For those on a weight loss or weight maintenance plan who may be faced with food cravings, Vitalicious® chocolate baked goods deliver an indulgent taste experience for just 100 calories to help people get their chocolate fix. From Deep Chocolate VitaBrownies™ to Dark Chocolate Pomegranate VitaTops™, including a sugar-free option too, every Vitalicious® product offers at least 15 vitamins and minerals and delivers a license to eat chocolate, with enjoyment and health in mind.

For more information and to see how others have incorporated Vitalicious® products into their daily routine, no matter what their needs – pre-workout fuel, portion-controlled snack, tasty, yet healthy treat for the kids and/or spouse, chocolate craving that just won't go away – visit the “Tastymonials” section of www.Vitalicious.com. For a chance to win free product and engage with fellow Vitalicious® fans, visit us on [Facebook](https://www.facebook.com/Vitalicious).

**Diets rich in whole grain and other plant foods, and that are low in total fat, low in saturated fat, and low in cholesterol, may help reduce the risk of heart disease and cancer.*

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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.