Nutrition That’s Fun!

FROOSE
Grab-n-Grow
Whole Food Nutrition
The Froose® Brands Solution!

- Best Nutritional Value
- Great tasting, fun, familiar formats
- Brand Position
- Convenient, Easy, Nutrition Solutions
- Innovation

Froose Brands, LLC  Innovative Nutritious Snacks and Beverages for the Healthy Growth and Development of Children
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FROOSE® PRODUCTS
Current Products & Selling Configurations

- **4.23 oz. - Aseptic Juice Box**
  - Coordinated Brand Packaging – 6/11

- **Gummy Snacks**
  - 5ct - Cartons

- **New Config. For Existing .9oz. Pouches – 6/11**

- **15ct – POS Caddy**

- **36 - Carton Shipper Displays**

- **120ct – Bulk**

Innovative Whole Food Snacks & Beverages for the Healthy Growth and Development of Young Children
Meaningful Product Attributes
Perfect Pear

INGREDIENTS
Water, Organic Brown Rice Syrup, Pear Juice Concentrate, Organic Apple Juice Concentrate, Organic Brown Rice Flour, Inulin, Natural Pear Flavor (WONF), Xanthan Gum, Citric Acid, Elderberry (For Color), Ascorbic Acid (Vitamin C)

Nutrition Facts

Serving Size 4.2 fl oz (137 g)
Servings Per Container 1

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>80</td>
</tr>
<tr>
<td>Calories from Fat</td>
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</tr>
<tr>
<td>Total Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>15mg</td>
</tr>
<tr>
<td>Potassium</td>
<td>55mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
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</tr>
<tr>
<td>Dietary Fiber</td>
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<tr>
<td>Sugars</td>
<td>5g</td>
</tr>
<tr>
<td>Protein</td>
<td>0g</td>
</tr>
<tr>
<td>Vitamin A</td>
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</tr>
<tr>
<td>Vitamin C</td>
<td>25%</td>
</tr>
<tr>
<td>Calcium</td>
<td>0%</td>
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<tr>
<td>Iron</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Percent Daily Values are based on a 2,000 calorie serving size.

Each serving of Froose® contains:
- Whole Organic Grains and Fruit
- Complex Carbohydrates Energy
- 3 grams of Fiber (Soluble & Insoluble)
- Naturally Low in Sugar
- Wheat and Gluten Free
- Made with Organic Ingredients
- Pasteurized
- Kosher Certified
- Unique Whole Food Innovation
FROOSE®

100% NATURAL FRUIT FLAVORED GUMMY SNACK

CAPTURING WHOLE FOOD NUTRITION ON-THE-GROW®
MADE WITH WHOLE GRAINS

-Assorted Fruit Flavors-

Lemon Lime, Cherry, Grape, Peach

5-0.9 oz (25.5g) Pouches
NET WT 4.50 oz (127.6g)

- Reduced Sugar
- Good Source of Fiber (3 grams per serving)
- Supports Digestive Health
- Gluten Free

MOOSE®
Froose Brands – A Universal Connection

Froose Brands has proven its ability to stimulate a universal connection with:

– Consumers, Retailers, Distributors, Thought Leaders/Influencers, Media, Supply Chain
Froose Brands Products – Multi-Channel Acceptance & Success

- **Froose® Products - Multi-Channel Placements**
  The Froose Gummy Snacks are being sold in Conventional/ Natural Grocery Stores/ Marquee Venues, such as Whole Foods Markets, Giant, Price Chopper, Safeway, Kroger; Gyms, College Campuses, (i.e. University of Notre Dame), Camps, Stadiums; Citizens Bank Park (Phillies) Sea World, Bush Gardens, Children’s Museums, Preschools, etc.

- **Froose Brands Founder, Denise Devine** – Nominated by Senator Casey (PA) and Governor Ed Rendell (PA) as part of Michelle Obama’s Let’s Move Campaign

- **The Alliance for a Healthier Generation**, a partner of the William J. Clinton Foundation and the American Heart Association, recognized the FROOSE® Gummy Snacks as the only gummy snacks meeting its high nutritional standards as a healthier choice snack. www.healthiergeneration.org