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9 OUT OF 10 KIDS RANKED ZŌE FOODS CINNAMON O'S AS TASTY CEREAL, 8 OUT OF 10 SAID MOM SHOULD BUY FOR BREAKFAST ACCORDING TO KIDS' SURVEYED BY BETTER FOOD CHOICES

Independent Survey Reveals Kids Love Delicious and Wholesome Zōe's O's Cereal Packed with 5g Fiber and 8g Protein and 60% Daily Value of ALA Omega-3 for a Healthy Heart, Brain and Body

BOSTON, MA – March 5, 2007 – Zōe Foods announces that its nut-free Zōe's O's Cinnamon cereal received the **Kid Kritics Seal of Approval** with an endorsement rating of 91% from children surveyed in a blind taste test conducted by a team of impartial nutritional consultants from Better Food Choices (Many Hands Publishing). Zōe Foods' products offer delicious taste combined with long-lasting energy, brain development boosting omega-3s, and lifelong health benefits of fiber and protein.

"The Better Food Choice survey results confirms what we've heard from our customers for years, that kids love our cereals, especially our Cinnamon O's", said Zōe Foods' Founder and President, Tori Stuart. "Parents contact us with success stories on how using our products, like Zoe's O's, have taught their children that breakfast can be healthy and taste great!"

The Better Food Choice survey was administered to children ages 7 to 11 at the Boca Raton, Florida YMCA's After School Program, where they tasted the Zōe's O's Cinnamon without any prior information or direction on the product. The children were told to rate the cereal from 1-5, with 5 being the top rating and 4 a strong positive vote. The children answered questions (with corresponding answers in percentages) such as: Does it Look Good? – 91%; Taste Good? – 91% and Should Mom Buy It? – 80%.

“The kids devoured the Cinnamon O’s,” said Ellen Briggs, Food Consultant and Author, of *Are Your Kids Running on Empty?* from Florida-based food consultancy, Better Food Choices. “When I explained why Zōe’s O’s were so good for them, they were amazed and they all acted desperate to win the box we had not used for the taste test,” said Briggs. “The girl who did win it immediately shared the cereal and they were all chomping away as they left the room.”

“Zōe Foods is extremely proud to receive this honor and recognition by the children surveyed by Better Food Choices,” said Stuart. “I developed Zōe’s O’s so my own children could have a nutritious and wholesome breakfast, and I’m so happy that other children agree and can benefit from our nutrient-packed cereal.”

“We are excited that we got such a terrific rating from the children,” Stuart continued. “They are the next generation who will be challenged by America’s obesity epidemic. We want to provide the best ingredients for our children that nourish their bodies and spirits while providing them with sustainable energy.”

The new USDA dietary guidelines stress controlling weight by limiting sugar and fats, and consuming “three or more ounce-equivalents of whole-grain products per day.” Zōe’s O’s offer whole grain cereal packed with ground flaxseed, with 60% of the daily value for ALA omega-3 essential fatty acids, along with 8g of protein and 5g of fiber. Zōe Foods is committed to making a difference in people’s lives by producing all-natural foods.

About Zōe Foods

Zōe Foods provides all-natural foods that provide all day energy and everyday health. Zōe’s Cereals and Bars are available in stores throughout the U.S. where natural foods are sold, such as Whole Foods Market, and a wide list of supermarkets. Bar flavors include: Chocolate Delight, Chocolate Peanut Butter Bliss, Peanut Butter Paradise, and Heavenly Apple. Zōe’s O’s cereals include: Natural, Honey, and Cinnamon. Zōe’s Granola flavors include: Honey Almond, Cranberries Currants, and Cinnamon Raisin. Consumers can also find Zōe’s Cereals and Bars online at www.zoefoods.com. The web site offers free recipes, a healthy meal plan, a store locator, research regarding flaxseed and soy, and more.

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About Many Hands Publishing:

Many Hands Publishing, DBA Better Food Choices, is a nutritional consultancy that educates parents and children on the benefits of healthy food and lifestyle. Better Food Choices has recently published two books: *Are Your Kids Running on Empty?* and the CD Cookbook, *Mom, I'm Hungry ... what's for Dinner?* (150 healthy recipes) that take the stress out of feeding families wholesome meals. In addition, Better Food Choices conducts independent taste-tests where kids grant the Kid Critics Approved seal award for the healthy, delicious foods they enjoy and want like their families to buy. For more information, please see www.betterfoodchoices.com.