



FOR IMMEDIATE RELEASE
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Sturm Foods Introduces Ocean Spray Instant Oatmeal
*Ocean Spray cranberries give the instant oatmeal category
a much-needed wake-up call*

MANAWA, WI – Sturm Foods, a leading innovator of products for good health and great taste, shakes up the instant oatmeal category with the wholesome goodness and distinctive flavor of Ocean Spray cranberries.

With the introduction of Ocean Spray Instant Oatmeal, Sturm Foods brings four exciting new flavors to the market: Cranberry; Cranberry Pomegranate; Cranberry Orange Muffin; and Cranberry Honey Multigrain.

Each variety combines the goodness of whole grains with the authentic real fruit taste and antioxidant power of Ocean Spray cranberries. Every single-serve packet of Ocean Spray Instant Oatmeal delivers 10 vitamins and minerals, 4g of protein and 3g of fiber (the Cranberry Honey Multigrain variety delivers 4g of fiber).

For 75 years, Ocean Spray has been satisfying the world's craving for cranberries. Along the way, Ocean Spray has developed a strong and loyal consumer following. In addition, cranberries have become a sought-after staple in the diets of health-conscious consumers. Now, Ocean Spray Instant Oatmeal provides retailers with an innovative way to appeal to these sizeable consumer groups while giving traditional instant oatmeal consumers new options to explore and enjoy.

About Sturm Foods:

Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, "good-for-you" food products that help consumers enjoy healthier lives. Headquartered in Manawa, WI, Sturm Foods produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at www.sturmfoods.com.

About Ocean Spray:

Ocean Spray is an agricultural cooperative owned by more than 600 cranberry growers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, British Columbia, and other parts of Canada as well as more than 50 Florida grapefruit growers. Ocean Spray was formed over 75 years ago by three cranberry growers from Massachusetts and New Jersey. Florida grapefruit growers joined the Cooperative in 1976. Ocean Spray is North America's leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. Ocean Spray posted fiscal 2007 earnings of roughly \$1.7 billion.

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Innovating For Good Health And Great Taste™

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