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NEW SIMPLY LITE™ FINE CHOCOLATES FOR THE HEALTH AND CALORIE-CONSCIOUS IS INTRODUCED NATIONWIDE

NEW YORK, May 25, 2010 -- Simply Lite fine chocolates for the health and calorie-conscious are now available nationwide, bringing high cacao content and low-net effective carb, with an unbelievable taste to major retail outlets.

The "Better for You" Milk Chocolate, Dark Chocolate, and Dark Chocolate with Almonds bars will be available in three-ounce (85 g) mouthwatering packages.

These fine chocolates for the health and calorie conscious are crafted for chocolate lovers who crave a few bites now and then, but would otherwise resist the calories. These rich treats are created with no artificial sweeteners and zero Trans fat. "It's great tasting chocolate with no sugar added, explains Russ Asaro, vice president of Healthy Food Brands, the national marketer of Simply Lite. "That's why we can say, Simply Lite. Unbelievable."

Simply Lite chocolate bars are now available in three varieties -- smooth Milk Chocolate, delicious Dark Chocolate, or "sin-free" Dark Chocolate with Almonds.



Simply Lite Milk Chocolate - These classic 36% cacao bars are creamy, with no-sugar added, containing the finest ingredients and no artificial sweeteners (maltitol). It is 3 oz. of unbelievably smooth and deeply satisfying taste.

Simply Lite Dark Chocolate - Dark Chocolate now has a lighter side. Our divine Dark Chocolate is made with 50% all-natural cacao, offering an aromatic and robust dark experience - you'd never know it has no sugar added. Now you can add a few pieces of delicious dark chocolate to your healthy lifestyle with only 2g of net effective carbs in a three oz. bar.



Simply Lite Dark Chocolate with Almonds - Unbelievable, with almonds, no less. With 45% all natural cacao, the smooth and silky meets crunchy in this classic dark chocolate bar. Snap off a piece and discover unbelievable dark nuttiness.



"Simply Lite bars will soon become the overwhelmingly popular choice among fine chocolate lovers that are health and calorie-conscious but crave a rich candy experience," explains Russ Asaro. For more information about Simply Lite, please visit simplylite.com

About Healthy Food Brands

Healthy Food Brands is an international marketer and manufacturer of confections and "better for you" candy products for families under the Simply Lite™, Sunkist® and, Sweet 'N Low® brands. HFB products are available in national mass market outlets. The company is based in Brooklyn, New York. For more information, please visit www.hfbusa.com

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