

**FOR IMMEDIATE RELEASE**

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**Naperville's Nu-World Foods Snacks and Cereals Now Available in Whole Foods Market Stores in Midwest, Florida**

**NAPERVILLE, Ill. – January 2004** — Naperville's Nu-World Foods, a division of Nu-World Amaranth, announced today it has entered into a relationship with Whole Foods Market (NASDAQ: WFMI), the nation's largest natural and organic grocery store chain, to sell its snacks and cereals in all Midwest region Whole Foods Market stores and in Florida.

Shoppers will find a variety of Nu-World Foods' brand ready-to-eat, gluten-free foods – from Amaranth Cereal Snaps and Amaranth Berry Delicious Hot Cereal to Amaranth Snackers and Amaranth breadcrumbs. All Nu-World Foods' products are 100% organic, gluten-free, and Amaranth-based. Many shoppers haven't yet heard of Amaranth. Once considered a "superfood" by the Aztecs, Amaranth is a small seed, grain alternative packed with powerful protein and nutrients. Nu-World Foods' new snacks and cereals offer a delicious twist for adults with special dietary needs. Their great taste also make them appealing to any health-conscious shopper.

"Partnering with Whole Foods Market stores allows us to offer our customers a convenient way to find and purchase ready-to-eat, healthy, gluten-free foods," said Susan Walters-Flood, president of Nu-World Amaranth. "The grocery retail market is an important growth area for our company as the nation continues its trend toward convenient, good for you, great tasting foods. We look forward to introducing new product lines based on customer demand under the Nu-World Foods brand."

**-more-**

## **Nu-World Foods now available in Whole Foods cont'd**

### **About Whole Foods Market**

Founded in 1980 in Austin, Texas, Whole Foods Market® ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)) is the world's largest natural and organic foods supermarket. The company currently has more than 140 stores in North America. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet™" captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support, and environmental improvement. Whole Foods Market, Fresh Fields®, Bread & Circus®, Wellspring Grocery® and Harry's Farmer's Market® are all registered trademarks owned by Whole Foods Market.

### **About Nu-World Amaranth**

For over 18 years, Nu-World Amaranth has been the premiere provider of high quality Amaranth-based products for shoppers with special dietary needs, organic enthusiasts, and those looking to lead healthier lifestyles. The company manufactures snacks, cereals, and baking ingredients. To learn more about Nu-World Foods' products or to find a retail location, shoppers are encouraged to visit [www.nuworldfoods.com](http://www.nuworldfoods.com). Progressive retailers or investors should contact Nu- World Amaranth at 630.369.6819.