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New Fruitaceuticals Offer Supercharged Superfruit Snack

Carver, MA June 23, 2008 — From the heart of America's cranberry belt on Cape Cod come Fruitaceuticals, a new generation of "superfruits" specifically designed to appeal to consumers who want maximum nutritional benefit and the best possible gourmet taste.

Available in two varieties, the succulent all-natural cranberries come infused with anti-oxidant rich pomegranate, **PomaCrans™**, or healthy Omegas, **OmegaCrans®**.

- **PomaCrans™** features cranberries infused with premium whole pomegranate juice, which provides pomegranate antioxidant compounds called "punicalagins." *A one ounce serving of PomaCrans delivers the antioxidant power of one 8-ounce glass of cranberry juice cocktail plus two fresh pomegranates.*
- **OmegaCrans®** is a nutritionally-enhanced combination of cranberries and cranberry seed oil, a uniquely balanced source of Omega 3-6-9. *A one ounce serving delivers the antioxidant power of one glass of cranberry juice cocktail, with 30% less calories, nearly half the sugar, and over 500 mg of healthy Omegas.*

"Getting all the nutrients we need is a challenge for even the most health-conscious person, but the good taste, nutritional power and convenience of Fruitaceuticals makes it easy," said Dan Souza, Director of Sales and Marketing for Decas Botanical Synergies, a subsidiary of Decas Cranberry Products, one of the oldest family names in the cranberry industry.

Souza noted that cranberries are loaded with antioxidant and anti-adhesion-promoting phytochemicals called proanthocyanidins (PACs). They work to help combat free-radical damage in the body, provide bacterial anti-adhesion protection, and support urinary tract, oral, and gastro-intestinal health.

Enjoy **Fruitaceuticals PomaCrans** and **OmegaCrans** right out of the bag, mixed with cereal or yogurt, or tossed into a salad or trail mix. Look for them at \$4.99 per four-ounce re-sealable pouch in leading supermarkets, natural food grocers and convenience stores, as well as at www.amazon.com. For further information, visit www.fruitaceutical.com.

**VISIT BOOTH #5159 AT THE FANCY FOOD SHOW, NYC, JUNE 29 – JULY 1
FOR SAMPLES, INTERVIEWS & FURTHER INFORMATION.**