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Get Straight A's in Snacking with *Supercharged Superfruits* from Fruitaceuticals!

Carver, MA August 1, 2008 — This back-to-school season, kids don't need to give up great tasting snacks for ones that are "good" for them. Instead, they can fuel up with supercharged superfruits from **Fruitaceuticals®** (www.fruitaceutical.com).

"There is no sacrifice of taste for the nutritional boost of Fruitaceuticals," said Dan Souza, Fruitaceuticals Director of Sales and Marketing. "Kids love the irresistible tangy flavor."

Made in the heart of America's cranberry belt on Cape Cod, the succulent morsels come in two mouth watering varieties: **OmegaCrans®**, cranberries packed with healthy Omegas, and **Pomacrans™**, cranberries infused with the powerful antioxidants found in pomegranates.

All natural, the cranberries used in OmegaCrans and PomaCrans are loaded with antioxidant and anti-adhesion-promoting phytochemicals called "proanthocyanidins" or PACs. They work to fight free-radical damage in the body. They also provide bacterial anti-adhesion protection, and support urinary tract, oral, and gastro-intestinal health.

PomaCrans features cranberries infused with premium whole pomegranate juice. This provides pomegranate antioxidant compounds called "punicalagins." Just a one quarter-cup 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 quarter-cup 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.

"Health conscious parents know that helping to enhance their kids' immune systems with antioxidants and healthy Omegas while giving them a delicious snack is a win-win!" said Souza.

Enjoy Fruitaceuticals right out of the pouch, sprinkled on salads or cereal, and mixed with your favorite trail mix or yogurt. They go anywhere kids go – in back packs, gym bags or pockets.

Look for Fruitaceuticals at \$4.99 per four-ounce re-sealable plastic pouch in leading supermarkets, natural food grocers, convenience stores and on-line at www.amazon.com . For further information, visit www.fruitaceutical.com.

NOTE TO MEDIA: For product samples, photos or interviews, contact:
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