

**FOR IMMEDIATE RELEASE**

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**WRINKLED SUPER-FRUIT  
TAKES ON SNACK FOOD AND FRESH FRUIT GIANTS:  
SUNSWEEP LAUNCHES ONES™**

*Individually wrapped prunes – an ideal combination of nutrition and flavor – suddenly  
hip as a healthy and convenient snack*

(March 30, 2007—Yuba City, Calif.) – Who would have guessed modern research and healthy eating trends would lead straight to the humble prune. Yet backed by antioxidant, pre-biotic and other nutrition research, Sunsweet Growers announced its new individually wrapped Sunsweet Ones™ as the perfect combination of nutrition, flavor and convenience. As Sunsweet celebrates its 90<sup>th</sup> year anniversary, Arthur Driscoll II, President and CEO of the grower-owned cooperative states, “In short, this super-fruit makes a super snack and we’re ready to tell the world.”

Recent studies found that snacking options are either healthy or indulgent with very few products combining both characteristics. Sunsweet Ones™ delivers the target for the perfect snack: sweet taste indulgence, incredibly convenient and bursting with nutrients. Plus, four delicious Sunsweet Ones™ equal just 100 calories!

Much to people’s surprise, bite-for-bite and ounce-for-ounce, Sunsweet prunes exceed many fresh fruits when comparing antioxidants, vitamins and minerals. Maybe even a bigger surprise though is how great prunes taste. Let’s face it, they don’t look like much and to overcome the taste misperception, Sunsweet will air nationwide advertising featuring real people of all ages discovering and enjoying the great taste of Sunsweet Ones™. The attractive individual packaging is so appealing it looks like it could be sold as a candy.

## PRUNES: THE SUPERFRUIT

### Antioxidant Champion:

#### Prunes: The Super-fruit

The oft cited Tufts University antioxidant research ranked Prunes as the highest antioxidant fruit.\*

**Osteoporosis Fighter:** A study from Florida State University

College of Human Sciences recently indicated that prune consumption may help reverse bone loss in postmenopausal women with osteoporosis.

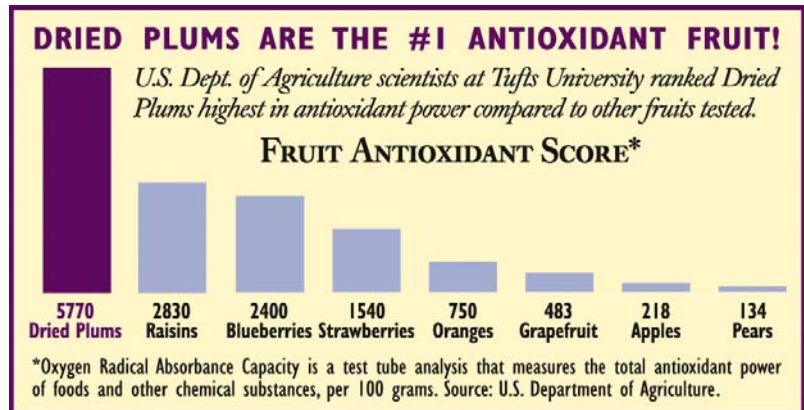
**Nutritional Powerhouse:** Sometimes referred to as a “super-fruit,” ounce for ounce, prunes nutritionally surpass other popular fruits. Following is how they stack up to other well-known nutritious fruits.

Prunes contain:

- 38 percent more antioxidants than blueberries<sup>1</sup>
  - Antioxidants protect the body from free radicals that can create damage leading to many chronic diseases.
- 100 percent more potassium than bananas<sup>2</sup>
  - Potassium helps regulate fluids and mineral balance in and out of cells and in doing so, helps maintain normal blood pressure.
- 170 percent more fiber than apples<sup>2</sup>
  - Fiber helps the body in relieving constipation, keeping weight under control and preventing diseases such as heart disease, cancer and diabetes.

Everyone understands manufactured snacks have questionable food value and people recognize the need for more fruit in their daily diet, but in today’s fast-paced, snack-driven culture, perishability and convenience make fresh fruit difficult to eat. That’s where Sunsweet Ones™ comes in. Ones™ can be kept in your purse, your desk, your car, your lunchbox, or in a backpack for after school...whenever the snacking urge hits. And you don’t have to feel guilty about this sweet, delicious snack.

Sunsweet products, including Sunsweet Ones™, are currently available in Dried Fruit or Produce sections at major retailers nationwide. For more information, visit [www.sunsweet.com](http://www.sunsweet.com).



1) USDA Agricultural Research Service: High ORAC foods may stall aging. Available at: <http://www.ars.usda.gov/is/pr/1999/990208.htm> Accessed Mar. 27, 2007.

2) All values represent the level of nutrient values found in one ounce of each fruit. U.S. Department of Agriculture, Agricultural Research Service. 2005. USDA National Nutrient Database for Standard Reference, Release 18. Nutrient Data Laboratory Home Page, <http://www.ars.usda.gov/ba/bhnrc/ndl>

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*Headquartered in Yuba City, Calif., Sunsweet Growers, Inc. is one of the world's largest handlers of dried fruits including dried plums, apricots, cranberries and raisins. A grower-owned marketing cooperative, Sunsweet provides one-third of the world's dried plums. The Sunsweet brand is widely recognized as representing products that promote a healthy lifestyle for today's consumer.*