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Dreamerz™ All-Natural Sleep Beverage Now Available in Boston

Exhausted Entrepreneur Hatches a Dream: Restful Nights with No Regrets

SAN FRANCISCO, Sept. 27, 2007 – After a few too many restless nights and bleary-eyed days, a trio of ambitious and sleep-deprived women resolved to make the divine dream of safe and soothing sleep a reality. Today, this dream team – led by former insomniac, now energetic entrepreneur, Amanda Steele – announced the availability of Dreamerz, the first ever all-natural sleep beverage dietary supplement, in stores throughout the Boston area.

The creamy, dairy-based beverage comes in three delightful flavors that can be enjoyed hot or cold: Chocolate S’nores™ (milk chocolate flavor), Vanilla Van Winkle™ (French vanilla flavor) and Crème de la REM™ (dark chocolate mint flavor). Dreamerz, the 100-calorie, low fat, good source of calcium, sleep beverage brings a healthy sleep ritual to Bostonian’s daily regimen and a new bedtime beverage for the chill winter nights coming soon. It is especially helpful for the occasional bouts of insomnia caused by everyday stress, jet lag, aging or issues related to shift work commonly seen in Bostonians who frequently lose sleep over the Red Sox’s pennant race. Best of all it is all natural, safe and has no after-effects.

Steele, Dreamerz founder and CEO, said, “According to the National Sleep Foundation, over one-third of Americans are so sleepy during the day it interferes with daily activities,¹ a trend that is just not sustainable in today’s fast-paced world. It is our mission at Dreamerz Foods to make healthy sleep second nature, allowing people to wake up refreshed and rejuvenated in order to perform their best every day.”

The clinically proven ingredients in Dreamerz include a patented, low dose (0.3mg) of melatonin, a naturally occurring “sleep” regulating hormone that helps normalize sleep and wake cycles, and Lactium®, hydrolyzed casein, a supplement derived from milk clinically proven to aid in stress reduction and relaxation.*

¹ Source: National Sleep Foundation 2005 Sleep in America Poll:

http://www.sleepfoundation.org/site/c.huIXKjM0IxF/b.2419039/k.14E4/2005_Sleep_in_America_Poll.htm

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

The Dreamerz team consulted with renowned sleep experts to create Dreamerz, aiming to develop efficacious and natural products that could help people sleep well at night without worrying about after-effects. Sleep deprivation has been linked to both physical and emotional health issues including obesity, heart disease, depression and poor mental performance. Heidi Otto, Director of Marketing, explained, “We know sleep is as important as diet and exercise, but tends to be underrated in our busy everyday lives. Through Dreamerz, we hope to help people make healthy sleep part of a healthy lifestyle.”

For Bostonians looking for a safe, non-addictive and enjoyable way to get a restful night’s sleep without unpleasant after-effects such as headaches and grogginess, Dreamerz is now available in stores throughout the Boston area including Shaw’s and Hannaford and online at www.DreamerzFoods.com. The suggested retail price for a single-serve 8-ounce package is \$2.59 and the four-serving 32-ounce size is \$6.99.

About Dreamerz Foods, Inc.

Dreamerz Foods, Inc. champions the importance of healthy sleep and stress reduction by creating great-tasting, all-natural and efficacious products. Their first product, Dreamerz all natural sleep beverage, is a dietary supplement in the form of an all-natural, creamy, dairy-based functional sleep beverage. The clinically proven ingredients are Lactium®, hydrolyzed milk casein, to reduce stress and promote relaxation, and a patented, low dose of melatonin, to help regulate sleep.* The delicious dairy drink contains only 100 calories per serving, is low in fat and is a good source of calcium. Dreamerz believes that a good night’s sleep means a better day so that people can enjoy energy, creativity and passion for life every day. Dreamerz was founded as a unit of Brand New Brands, a food and beverage incubator led by successful innovators William Rosenzweig (co-founder of Republic of Tea) and Pete Mattson (founder of the Mattson Group). To learn more about Dreamerz Foods, please visit www.DreamerzFoods.com.

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