



Press Contacts:

Stephanie Rice  
Ruder Finn/West  
310-882-4008  
Rices@RuderFinn.com

Lisa Novak  
Ruder Finn/West  
415-249-6763  
Novakl@RuderFinn.com

## **SAN FRANCISCO-BASED DREAMERZ® FOODS PUTS BAY AREA TO SLEEP**

*Exhausted Entrepreneur Hatches an Innovator's Dream: Restful Nights with No Regrets*

**SAN FRANCISCO, Oct. 24, 2007** – In a region where silicon start-ups are a dime a dozen, thousands of exhausted Bay Area entrepreneurs cut back on sleep as they burn the candle at both ends. But Dolores Park resident and former insomniac Amanda Steele knows that the coffee-addicted culture of double cappuccinos and 24-hour e-mails is simply not sustainable. To help promote rest with no regrets, Steele, the founder and CEO of Dreamerz Foods, today announced the availability of her company's all natural sleep products in stores throughout the San Francisco Bay area.

The creamy, dairy-based Dreamerz dietary supplement 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). With only 100-calories and a good source of calcium, Dreamerz brings a healthy sleep ritual to the compulsively busy residents living in its foggy hometown. Dreamerz is especially helpful for occasional insomnia caused by everyday stress, jet lag, growing older or the pressure to build the next big search engine. Best of all, it is all natural, safe and has no after-effects.

“As a Bay Area entrepreneur myself, I know the importance of performing at my best despite the pressures of running a start-up food company,” said Steele, Dreamerz founder and CEO. “I also know that sleep is the first thing to go when life gets chaotic and we are stressed out. At Dreamerz, we want Bay Area residents to look forward to bedtime again by providing a little something sweet at the end of a long day, with the added benefit of promoting relaxation and restful sleep. We all know that healthy sleep and stress reduction are critical to leading healthier, more productive lives, and we want to make it easier for people to make sleep a pleasure and a priority.”

Based in the heart of San Francisco's Financial District, the three-person “dream team” consulted with renowned sleep experts to create the first sleep supplement of its kind, aiming to develop efficacious and natural products that could help people sleep well at night without worrying about after-effects.

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.\*

For Bay Area residents and entrepreneurs 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 Bay Area including select Longs Drugs, Mollie Stone’s, and Andronico’s, and online at [www.DreamerzFoods.com](http://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). Sheryl O’Loughlin, former chief executive officer of Clif Bar & Company, is also on Dreamerz’s Board of Directors along with Ilya Nykin, Managing Director of Prolog Ventures and chairman of the company’s board of directors, Amanda Steele, Co-Founder and CEO of Dreamerz Foods, William Rosenzweig, Managing Director of Phisic Ventures, Pete Mattson, Chairman of Mattson and Company, and Roger Wyse, Managing Director of Burrill & Co. To learn more about Dreamerz Foods, please visit [www.DreamerzFoods.com](http://www.DreamerzFoods.com).

###