



Press Release
For Immediate Release

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Dreamerz™ Sleep Aid Beverage to Launch at Natural Products Expo West 2007
Decadent drink's tasty unveiling is perfectly timed during National Sleep Awareness Week

SAN FRANCISCO, Calif. (Feb. 19, 2007) — Perfectly timed in concert with National Sleep Awareness Week®¹, March 5 – 11, 2007, Dreamerz™, a new functional sleep aid that is cleverly enjoyed as a dessert drink will be nationally launched at Natural Products Expo West 2007, March 8 – 11th, at the Anaheim Convention Center, the largest natural and organic products tradeshow in the United States with more than 40,000 attendees. Sleepy Expo West conventioners may find Dreamerz product samples at booth #4265 but full 8-oz portions are encouraged only at bedtime.

Dreamerz is a creamy milk-based beverage that tastes great hot or cold. It comes in three flavors: **chocolate s'nores™** (milk chocolate), **vanilla van winkle™** (French vanilla) and **crème de la REM™** (dark chocolate mint). The clinically proven active ingredients are a patented, low-dose (0.3mg) of melatonin², to help promote sleep and Lactium®, hydrolyzed milk casein to reduce stress and promote relaxation³. The rich-tasting dairy drink contains only 100 calories per serving, is all-natural, low in fat and a good source of calcium. While the taste may be habit-forming, Dreamerz is safe, non-addictive and has no after effects.

Suggested retail price for single-serve 8-ounce Tetra Paks is \$2.59 and the four-serving 32-ounce size is \$7.49.

Dreamerz Foods at booth #4265 will be offering samples of its chocolate s'nores flavor and a

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¹ http://www.sleepfoundation.org/site/c.huIXKjM0Ix/F/b.2417335/k.2C6B/National_Sleep_Awareness_Week.ht

² Exclusive patent license from Back Bay Scientific; based on research by Wurtman Lab at MIT. 20 clinical studies conducted on efficacy of melatonin at physiological dosage under 1mg. Melatonin is a hormone naturally secreted at night to regulate the sleep/wake cycle.

³ Lactium, a patented ingredient developed by Ingredia, on the insight that baby's relax after nursing, is a milk casein decapeptide with eight clinical studies conducted to prove efficacy for relaxation and stress reduction. <http://www.lactium.com>

“Sweet Dreamerz at Natural Products Expo West

“Healthy Sleep Sweepstakes” with giveaways of premium linens, pajamas, and pillows. There will also be a sign up sheet for a “Sweet Dreamerz Turn Down Service” for lucky Expo West attendees at their local hotel.

Leading Dreamerz Foods Inc. is Amanda Steele, Dreamerz founder and chief executive officer. A food industry veteran with a particular focus in launching innovative brands in the specialty beverage category, Steele is dedicated to creating great-tasting, natural, and safe foods and beverages for those seeking a healthier night’s sleep.

“Dreamerz is not just a new product, but an entirely new category which is being introduced for the first time at Natural Products Expo West 2007. We want to help nurture healthier sleep naturally through functional beverages that promote optimum sleep health without any harmful side effects,” said Steele.

According to the National Sleep Foundation, the sponsor for National Sleep Awareness Week, 52 percent of Americans polled are in the “not so good sleeper” category.⁴ And, according to the National Institutes of Health, more than 70 million Americans suffer from symptoms of insomnia. Direct costs of insomnia, such as treatment and health-care services, are estimated at nearly \$14 billion. Indirect costs, from factors such as work loss and accidents resulting from sleep deprivation, add an estimated \$28 billion each year. Sleep deprivation is linked to physical and emotional health issues, including obesity, heart disease, depression, and poor mental performance.

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Dreamerz Foods Inc. champions the importance of healthy sleep and stress reduction by creating great-tasting, all-natural and efficacious products. At Dreamerz, we believe that a good night’s sleep means a better day so that you can enjoy energy, creativity and passion for life everyday. Now a stand-alone company, 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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⁴ 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