



For Immediate Release

**BRAND NEW BRANDS LAUNCHES DREAMERZ™ FOODS**

New venture from innovation incubator to help 70 million sleep-deprived Americans

MILL VALLEY, California (December 20, 2006) – Brand New Brands today announced the launch of Dreamerz Foods, Inc., creators of a new category of all natural products that promote healthy sleep and relaxation. Dreamerz Foods is the fourth company launched by the incubator, an innovation accelerator dedicated to improving and enhancing Americans' lives through the creation of next-generation healthful foods and beverages.

“Sleep-related problems are a growing and concerning issue in our culture—and there is a lack of efficacious and natural product options for people committed to pursuing a healthy lifestyle,” said William Rosenzweig, chief executive officer of Brand New Brands and chairman of Dreamerz Foods' board of directors. “Dreamerz Foods' products offer an alternative to pharmaceuticals and use great-tasting, natural foods to deliver safe, functional ingredients that produce scientifically proven benefits—so people can sleep well at night and wake up with energy and passion for life each day.”

Leading the new company is Amanda Steele, Dreamerz Foods' founder and chief executive officer. A food industry veteran, Steele developed her expertise in the beverage division of Nestlé USA, leading innovation and launching new brands including Nescafé Frothé and Nescafé Ice Java.

“We see a strong need for sleep products that really work without the side effects that worry consumers,” Steele said. “Sleep is as important to a healthy lifestyle as diet and exercise, but too many of us aren't getting enough. Dreamerz allows people to treat themselves to a delicious dessert drink that helps them relax and fall asleep naturally.”

Three-quarters of American adults reported at least one symptom of a sleep problem, according to the National Sleep Foundation's 2005 "Sleep in America" poll. But half of those surveyed wouldn't discuss their sleep with their doctor, and 70 percent of Americans said that their doctor has never asked them about their sleep, suggesting that a natural over-the-counter remedy such as Dreamerz will meet their needs.

More than 70 million Americans suffer from symptoms of insomnia, according to the National Institutes of Health. Direct costs of insomnia such as treatment and healthcare 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.

Dreamerz Foods' first product will reach San Francisco-area stores and be available online in early 2007. The Dreamerz product line delivers clinically proven active ingredients that support sleep and relaxation. Available in chocolate snores™ (milk chocolate), vanilla van winkle™ (French vanilla) and crème de la REM™ (dark chocolate mint) flavors, Dreamerz is a rich-tasting dairy beverage that is only 100 calories per serving, all natural, low in fat and a good source of calcium.

Brand New Brands' current investors – Burrill & Company, Great Spirit Ventures, Prolog Ventures and Unilever Ventures – participated in the funding of this spinout. The incubator has raised more than \$15 million to develop companies that are dedicated to creating innovative, great tasting and efficacious products. Other ventures spun out of Brand New Brands include Attune Foods, whose daily wellness bars have more powerful probiotics and less sugar than a cup of most yogurt brands; LightFull Foods, creators of the LightFull Satiety Smoothie, an all natural, 90-calorie, surprisingly filling snack; and Corazonas Foods, makers of the first heart-healthy tortilla chip that is clinically-proven to reduce cholesterol.

**About Dreamerz Foods, Inc.**

Dreamerz Foods 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 live it with energy, creativity and passion for life. To learn more about Dreamerz Foods, please visit [www.DreamerzFoods.com](http://www.DreamerzFoods.com).

**About Brand New Brands, Inc.**

Brand New Brands brings together the entrepreneurial spirit of a start-up and the experience of its founders and team members to create new foods and beverages that promote health and wellness. Led by successful innovators William Rosenzweig (cofounder of Republic of Tea) and Pete Mattson (founder of the Mattson Group), Brand New Brands is committed to the mission of improving and enhancing Americans' lives through healthful foods. The privately held company is headquartered in Mill Valley, Calif. Investors include Burrill & Co., Great Spirit Ventures, Prolog Ventures, and Unilever Ventures. For more information on Brand New Brands, visit [www.brandnewbrands.com](http://www.brandnewbrands.com).

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