

For immediate release

Abbotsford, B.C. March 8, 2010- Brookside Foods' new chocolate covered exotic fruits, which retailers are referring to as Brookside's *super fruits*, are creating a lot of interest in the North American market place.

Distribution of the three new products: dark chocolate covered Goji, Açai & Blueberry and Pomegranate began in February and should be available nationwide by the end of April.

Ken Shaver, President of Brookside Foods, explains: "*No pun intended here but from a timing point of view, I think we hit a bit of a sweet spot. Today there's a growing interest and curiosity about the benefits of products like Goji, Açai & Blueberry and Pomegranate, combined with all the benefits of Dark Chocolate. We knew we had a great product and forecasted production accordingly but initial retailer reaction has exceeded our projections. What's most encouraging is that consumers' response to these products has been outstanding. We've had to dramatically increase production. These new products are different from anything else in the market and they are covered with Brookside's proprietary dark chocolate.*"

Brookside Foods head office is based in Abbotsford, British Columbia and has manufacturing facilities both in Abbotsford and Saint-Hyacinthe Quebec. They produce a wide range of confectionery products including the popular Brookside Milk Chocolate Covered Almonds, Brookside Dark Chocolate Covered Almonds, Brookside Dark Chocolate Covered Cranberries and Clodhoppers.

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