



FOR IMMEDIATE RELEASE

New CedarLEAN Egg White Frittatas A Winner All Around

Low-calorie, gluten free meals winning over consumers, grocers, media

Carson, CA (08/07/12) – Cedarlane Natural Foods®, a trailblazer in the natural frozen breakfast foods category, continues to wow customers and grocery stores and garner media attention for their latest line of **CedarLEAN** frozen meals. Designed for health-conscious consumers, including those managing their weight or following special diets, new all-natural, gluten-free **CedarLean Egg White Frittatas** debuted last month as a convenient breakfast – or anytime – meal option. The quick-fix frittatas are moving off the shelves, being mentioned in blogs, and even winning awards.

The vegetarian-friendly CedarLean frittatas come in three varieties: **Broccoli & Cheddar, Roasted Chile & Cheese** and **Spinach & Roasted Tomato**. Each filling frittata melds fluffy egg whites, fresh cheese and a savory blend of spices in a scalloped potato crust. Each frittata is also **200 calories or fewer, high in protein and fiber, and low in cholesterol**. No artificial flavors, colors or preservatives are used. These in-demand qualities gained the frittatas attention from Hungry Girl blogger and author Lisa Lillien, and an Editor's Pick award from Progressive Grocer, a popular retail food industry magazine which has been reporting and interpreting the grocery industry's top trends and information for 90 years. The CedarLEAN Egg White Frittatas were selected by editors for the honor based on criteria focusing on innovation, superior quality and value to both retailers and consumers.

For more than 30 years, Cedarlane Natural Foods has used fresh, natural ingredients to deliver healthy, easy-to-prepare dishes with homemade taste. The new CedarLean line satisfies growing consumer demand for all-natural, low-calorie, nutritious, flavorful options in the frozen foods category. Cedarlane is proud to offer CedarLean meals to those working with weight management plans and special dietary needs.

"Cedarlane Natural Foods is honored to receive such immediate and incredible recognition for our new CedarLEAN Egg White Frittatas," said Gordon Hagedorn, Vice President of Sales at CedarLane Natural Foods, Inc. "Progressive Grocer's rigorous standards in naming our frittatas an Editor's Pick are a testament to our determination to bring fresh, innovative and healthy frozen foods to tables everywhere, all day long, for breakfast, lunch and dinner."

Following the Egg White Frittatas, a pioneering addition to frozen breakfast food aisles, CedarLEAN will be introducing a new line of frozen lunch entrées, as well. The upcoming Soup & Wrap combos will also feature all-natural ingredients and a calorie count under 300 calories per serving.

To learn more about Cedarlane Natural Foods, please visit www.cedarlanefoods.com. **For interviews with Cedarlane Founder and President Robert Atallah or Cedarlane Natural Foods executives, please call the contacts listed at the bottom of this press release.**

About Cedarlane® Natural Foods, Inc.

Founded in 1981 by Robert Atallah, Cedarlane® Natural Foods, Inc. is a leading supplier of natural and organic frozen and fresh foods. Cedarlane serves up a wide variety of award-winning natural, vegetarian, organic, low-fat, high-protein frozen food options from breakfast to dinner, appetizers to entrées. Many Cedarlane frozen foods carry the **Quality Assurance International** (QAI) organic certification. In March 2012, Cedarlane's new egg white omelettes were featured on the "Today" show's "Eat Smart Today" segment with Al Roker and featuring Lisa Lillien, author of Hungry Girl Supermarket Survival. Cedarlane offers a variety of vegetarian frozen foods, chicken entrées and burritos, egg white omelettes and breakfast burritos.

About Founder & President Robert Atallah

Since 1981, Robert Atallah has grown Cedarlane® Natural Foods, Inc. from a one-man business to a corporation with more than 500 employees, offering award-winning natural and organic frozen foods and fresh foods. A food pioneer in multiple respects and a prominent leader in the food category, Mr. Atallah was the first to introduce all-natural and organic products to the frozen foods sector.

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