

Announcement from Simply Blues Food Marketing:

07/31/09

Dear Broker Partners and Customers,

We at Simply Blues have decided to remove our nutritional information from our website, www.simplyblues.net. The combination of our nationwide expansion and the extremely competitive environment has made us realize that it is in our best interest that this information be made available upon request. This will be done via e-mail, fax or standard mail.

Thank you for your business and understanding!

Simply Blues