



**FOR IMMEDIATE RELEASE**

**Tula Foods™ Launches All Natural Whey Protein-Enhanced Yogurt**

**(Evanston, IL) September 26, 2008** – Earlier this month, Tula Foods™, a new entry into the Natural Foods and Supermarket channels, launched their new Better Whey of Life™ yogurt. The all natural, Whey Protein-enhanced yogurt took over the northern Chicago suburb of Winnetka and renamed it WHEYnetka. For five hours during the early-morning rush, the Better Whey of Life™ street team handed out over 1000 samples of the five-variety line of yogurt to commuters.

The takeover took place at Winnetka's Metra® train station, where commuters were offered a "Better Whey" to start their day. Each commuter was given a free Better Whey of Life™ yogurt, as well as a copy of *USWhey Today*, a free newspaper containing the hottest news on the town's takeover.

The event was executed with the assistance of the Joel Warady Group, a marketing consulting group based outside of Chicago. Tula Foods™ combined efforts with Joel Warady Group in December 2007. JWG put their extensive CPG experience to work for the new yogurt line, including branding, creating the package design, as well as developing the launch strategy. JWG was instrumental in the planning of the WHEYnetka launch event. "We were excited to help such an innovative product get off the ground," explained Chasidy Atchison – Joel Warady Group's Vice President of Corporate and Client Services. "This is the first product in which Whey Protein has been introduced in a convenient, ready-to-eat form."

"Joel Warady Group is our right hand marketing and business consulting firm, and they have been integral in launching our Better Whey of Life™ yogurt," said Tula's President, Daphne Mazarakis.

For more information about Better Whey of Life™ yogurt, visit [www.betterwheyoflife.com](http://www.betterwheyoflife.com) or contact Daphne Mazarakis at (888) 902-TULA.

For more information about Joel Warady Group, visit [www.joelwarady.com](http://www.joelwarady.com) or contact Chasidy Atchison at (847) 859-1800.

**Corporate Contact:**

Daphne Mazarakis  
(888) 902-TULA  
dmazarakis@tulafoods.com

**Agency Contact:**

Chasidy Atchison  
(847) 859-1800  
chasidy@joelwarady.com

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