



NEWS

Contact: Hanna Soltys
(847) 859-1800
hanna@joelwarady.com

For Immediate Release

New Yogurt Category Introduced in Select US Stores

EVANSTON, IL, August 31, 2009 – For the first time since yogurt was introduced to America in 1947, a new yogurt has been formulated in such a way that it can boldly call itself **Protein Yogurt**. Better Whey of Life™, a yogurt line with 5 flavors, is the first entry into the exciting new category of **Protein Yogurts**. In addition to featuring whey protein as its predominate ingredient, the product has recently been fortified with Vitamin D.

When compared against the growing Greek yogurt category, Better Whey of Life™ Protein Yogurt offers more nutritional value by maintaining all the “good stuff” these yogurts strain out. Greek yogurts, while high in protein, strain out whey protein, which is considered by nutritional experts to be the most complete protein available for keeping muscle and burning fat. Emerging science indicates that consuming whey protein, along with a reduced calorie diet, will result in a leaner, healthier body. Better Whey of Life™ Protein Yogurt offers 15 g – 17 g of protein as well as probiotics and 3 g of prebiotic fiber in every 6 oz. cup. Better Whey of Life™ Protein Yogurt provides consumers with three times more protein and significantly less sugar when compared to leading, traditional yogurts and is made with nonfat milk.

Better Whey of Life™, a brand owned by Tula Foods™, is currently introducing its newly designed packaging, which highlights the high protein content, this year. As this is the only Protein Yogurt available in the dairy case, it will be easy for consumers to make certain they choose the yogurt that will best help them towards a leaner, more toned body. The product is currently available in both the Midwest and Northeast markets, with additional distribution planned in 2010.

About Tula Foods

Tula Foods™, Inc., parent company of Better Whey of Life™, is a new entry in the CPG industry, based in Evanston, IL. Tula Foods™ main focus is ‘Smart Eating and Healthy Living’ and Better Whey of Life™ Protein Yogurt is the lead product in production with additional products planned on the horizon. Five Protein Yogurt flavors; Strawberry Banana, Acai Mixed Berry, Peach Mango, French Vanilla and Plain; are available in Midwest and Northeast grocery retailers. For additional information about the Better Whey of Life™ Protein Yogurt line, or to locate where the product is available, please visit www.betterwheyoflife.com.

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