



## **FOR IMMEDIATE RELEASE**

### **Tula Foods™ Introduces a Solution for Leaner Government**

**(Evanston, IL) September 19, 2008** – On Tuesday September 9<sup>th</sup>, Tula Foods™, a new entry into the Natural Foods and Supermarket channels, took over the city of Winnetka, IL renaming it Wheynetka. The city name change was their way of introducing their new Better Whey of Life™ line of Whey Protein-enhanced, all natural yogurt. For five hours, the Better Whey of Life™ street team passed out over 1000 samples of the 5-variety line of yogurt, each of which features between 15 and 17g of protein per 6 oz. container.

In addition to the Better Whey of Life™ samples, morning commuters, were offered a copy of *USWhey Today*, to enjoy during their morning commute. The BWOL team also delivered samples to City Hall to help promote a leaner government.

Better Whey of Life is the first all-natural, high-Whey Protein product produced in a convenient on-the go format. Emerging science indicates that adding whey protein to their daily diet will help consumers lose inches around the waist, tone muscle, satisfy hunger, and keep them energized.

For more information, visit [www.betterwheyoflife.com](http://www.betterwheyoflife.com) or contact Daphne Mazarakis at (888) 902-TULA.

#### **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™ yogurt is the lead product introduction with additional products planned on the horizon. For additional information about the Better Whey of Life™ line of yogurt, please visit [www.betterwheyoflife.com](http://www.betterwheyoflife.com).

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