



FOR IMMEDIATE RELEASE

Better Whey of Life™ Expands into Whole Foods Market®

(Evanston, IL) November 12, 2008 – [Better Whey of Life™](#), the first line of all natural Whey Protein-enhanced yogurt, has been selected by Whole Foods Market® for distribution in their Midwest, Southern Pacific and Northeast regions. Currently available at over 50 stores in the Chicagoland area, this early milestone marks the beginning of **Better Whey of Life's™** expanded distribution. As part of its launch initiative, Better Whey of Life™ exhibited at the Natural Products Expo East in Boston, MA, where over 25,000 industry participants sought new trend-leading products for their respective businesses.

“We have worked long and hard to bring our idea to life, and we are incredibly excited to be introducing our unique yogurt at the national level,” says Tula Foods™ CEO, Daphne Mazarakis. Whey Protein, naturally found in milk, is nature’s most complete protein containing all the essential amino acids your body needs for building lean and healthy bodies. **Better Whey of Life™** yogurt is among the first convenient, ready-to-eat products to prominently feature this healthful protein.

The news of an expanded launch comes on the heels of an exciting summer for the **Better Whey of Life™** brand. Mazarakis was featured on the cover of *Woman’s World* magazine in July, and the **Better Whey of Life™** brand was featured in a September segment on NBC’s *The Today Show*. Most recently in September, **Better Whey of Life™** was one of the major sponsors of the 2008 Bank of America Chicago Marathon.

“The local Chicagoland launch has been a success thus far, and we look forward to the rest of the country having access to our highly sought after yogurt. We are committed to Smart Eating & Healthy Living and thrive on the opportunity to offer people a delicious way to release the leaner, healthier person inside,” says Mazarakis.

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

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