



cupoladua oven™
good for you baked goods.

For Immediate Release

Contact: Stephanie Santoso (stephanie@cupoladuaoven.com)
Co-Founder, Cupoladua Oven, LLC
Phone: (412) 592-5378

CUPOLADUA OVEN SIGNS ON WITH TREE OF LIFE, INC.

Cupola Cookies and Clouds to be nationally distributed through Tree of Life's extensive channel of retailers

Wexford, PA- January 28, 2009- Cupoladua Oven, the company specializing in healthy, all-natural, good for you baked goods and the only producer of Cupola Cookies and Cupola Clouds is delighted to announce that it has signed an agreement with Tree of Life, Inc., the nation's leading distributor of natural, organic, specialty, ethnic, and gourmet food products.

Retailers across the United States, from supermarket chains to smaller independent stores, can now easily order all 3 flavors of Cupola Cookies (Chocolate Cashew, Espresso Walnut and Chai Pistachio) and 2 flavors of Cupola Clouds (Parmesan Pink Peppercorn and Smoked Gouda) through Tree of Life. Cupola Cookies are sold in shelf-friendly 1.5 oz / 43 g boxes, containing approximately 15 cookies. Cupola Clouds are sold in 1 oz / 28 g boxes, containing approximately 25 pieces.



Cupola Cookies are the perfect complement to coffee, tea or wine. Cupola Clouds are crunchy morsels made with the best cheeses and can be enjoyed with wine, soups, salads and sandwiches. Uniquely made with a base of garbanzo bean flour and egg whites, both product lines are all natural, nutritious (good source of protein and fiber) and gluten free. Cupola Cookies are just 11 calories / piece and Cupola Clouds are 4 calories / piece.

This partnership with Tree of Life, Inc. comes just a year and a half after Cupoladua Oven was started in 2007 by a mother-daughter baking team in western Pennsylvania. Cupola Cookies and Clouds debuted at the 2008 Summer Fancy Food Show and were well received by many in the industry. Cupola Clouds were even featured on the NBC Today Show segment, "The Next Big Food Fad."

Consumers are increasingly looking for healthy and delightful alternatives to the same old chocolate chip cookies or cheese crackers. Cupoladua Oven fills this niche by introducing two distinctive, wholesome and delicately delicious product lines to the market.

Look for Cupola Cookies and Cupola Clouds at a fine foods retailer near you soon. Please contact Stephanie Santoso at (412) 592-5378 or stephanie@cupoladuaoven.com regarding wholesale orders.

About Cupoladua Oven, LLC

Cupoladua Oven is the creation of a mother-daughter baking team. Our company specializes in healthy baked goods, all made in small batches in the rolling green hills of Pennsylvania. We use only the highest quality, natural ingredients. Our recipes were developed after spending lots of time in our kitchen, with friends and family as taste testers. Inspired by our love for travel and experimenting in the kitchen, our goodies often contain unique flavor combinations. Our current line of products include: Cupola Cookies and Cupola Clouds, savory snacks made with only the best cheeses. For more information, visit www.cupoladuaoven.com.

About Tree of Life, Inc.

Tree of Life is the world's leading marketer and distributor of organic, natural and specialty foods, serving customers throughout the United States and Canada. Tree of Life, Inc. is a wholly owned subsidiary of Royal Wessanen NV, based in the Netherlands. The parent company, Wessanen, has more than two centuries of experience in the food industry.

#