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Belly♥bar™ Delivered to an Expectant JPMA

Early Arrival of NutraBella's Before, During and After Pregnancy Nutrition Bar at Trade Show

Orlando, FL – May 22, 2005 -- **Nutrabella, LLC**, developer of nutritional food products for women, today announced the pending arrival of **Belly♥bar**, the before, during and after pregnancy nutrition bar, with free samples to be offered at the Juvenile Products Manufacturers Association's annual International Trade Show in Orlando.

Belly♥bar product samples and nutritional information will be showered on attendees on the tradeshow floor in **Booth #1903, Monday, May 23 – Wednesday, May 25**. Belly♥bar will be available to the public in June 2005, online and at select retailers, sold as single bars or in boxes of 15.

Belly♥bar is an all-natural product with a nutritionally targeted formula that aids pre-conception, pregnant and nursing women in getting the recommended amounts of iron, folic acid and other important vitamins and minerals in a delicious and portable bar. Belly♥bar is available in three delicious flavors – Mellow Oat, Berry Nutty Cravings and Baby Needs Chocolate – with something to appeal to every taste and texture craving. Conceived as a quick, convenient and tasty snack for expectant and new mothers on-the-go, one Belly♥bar daily may provide all the supplemental nutrients needed during normal pregnancies and nursing.*

"We are thrilled to introduce Belly♥bar at JPMA," said Meredith Lincoln, co-founder of NutraBella. "Belly♥bar is a great fit for the retailers at JPMA and their discerning customers."

The Belly♥bar formula was developed with the assistance of a PhD nutritionist, OB/GYNs and food scientists to help ensure nutritional efficacy and great taste. Belly♥bar was introduced to the medical community May 9 – May 11, 2005, at the American College of Obstetricians and Gynecologists' annual conference in San Francisco.

"We share our customers' excitement for motherhood," said Leslie Sagalowicz, co-founder of NutraBella. "And we want to help make this important time a little easier by providing a yummy, scientifically-sound, nutritious snack with a touch of indulgence."

*Women should consult their physician to assess individual nutritional needs.

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Belly♥bar/JPMA

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About NutraBella, LLC

NutraBella was founded to improve the nutritional wellbeing of women by delivering delicious, nutrient-enriched products that are uniquely formulated and conveniently portable. *Created by women for women*, NutraBella's all-natural food products promote good nutrition – the foundation for a healthy and active lifestyle. We at NutraBella strive to be the trusted source of tasty, convenient and nutrient rich foods to fuel women toward their personal best. For additional information on NutraBella, LLC and Belly♥bar products, please visit www.nutrabella.com.

About JPMA

The Juvenile Products Manufacturers Association, Inc. (JPMA) is a national trade organization representing 95% of the \$6.02 billion industry. JPMA includes more than 400 companies in the United States, Canada and Mexico that manufacture or import infant products such as cribs, car seats, strollers, bedding, and decorative items.

Parents look for the JPMA Certification Seal on children's products for added assurance that the manufacturer designed and built it with safety in mind. The JPMA Certification Seal ensures the product was built to the very highest safety standards. For more information, visit www.jpma.org.

