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OMEGA-3 DHA NOW AVAILABLE IN ALL BELLYBAR FLAVORS *For Pregnant Gals with Round-the-Clock Cravings,* ***Bellybar Debuts Five-Count Boxes***

San Mateo, Calif. (September 7, 2007) – Bellybar™, the all-natural line of snack bars designed specifically to meet the nutritional needs of women before, during and after pregnancy, today announced at the ABC Kids Expo that all flavors of Bellybar now contain Vegetarian Omega-3 DHA. Previously only available in Burstin' Chocolate, the remaining three flavors now also contain 50 mg of life'sDHA™.

Omega-3 DHA is a primary building block for brain, eye, and nervous system development in infants, and has been shown to play a role in maternal well-being. Despite the importance to meet recommended levels, most pregnant and breastfeeding women must take a separate supplement aside from pre-natal vitamins.

NutraBella, the maker of Bellybars, also announced today that Bellybars will now be available in closed five-count boxes, in addition to single count bars and 12-pack cases.

"Adding DHA to all of our bars was in direct response to our fans that are committed to getting ample amounts of DHA in their diet – and it can be challenging to get this nutrient through everyday foods or pills, especially if dealing with pregnancy queasiness" said Leslie Sagalowicz Barber, Co-Founder of NutraBella. "We also know the majority of our customers buy multiple bars at a time, so introducing the five-count boxes makes it more convenient for the time-pressed mom or mom-to-be."

Recently recognized by *USA Today* as a hot new food created for women, Bellybars, which range from 160-180 calories, contain protein, iron, folic acid, Omega-3 DHA, calcium and B6, ensuring moms, moms-to-be and babies get the vitamins and minerals they need. Bellybar is currently offered in four flavors: Mellow Oat, Berry Nutty Cravings, Baby Needs Chocolate and Burstin' Chocolate. Each 1.59-ounce bar retails for \$1.99; five-count packs for \$9.99. The five-count packs will debut at select baby and maternity stores starting in October 2007. The single bars are currently available at Whole Foods Markets, Babies "R" Us, Mimi Maternity, Motherhood Maternity, Target.com and babycenter.com.

NutraBella was founded in 2004 to improve the nutritional wellbeing of today's active women by providing great tasting, nutrient-enriched products that are both convenient and delicious. Created by Meredith Lincoln and Leslie Sagalowicz Barber, the all-natural food products company promotes good nutrition and a better way to get the critical nutrients needed before, during and after pregnancy. Visit www.BellybarProducts.com for more information.

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