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NUTRABELLA LAUNCHES FIRST VEGETARIAN OMEGA-3 DHA + CALCIUM CHEW

Tasty, Convenient Alternative to Hard-to-Swallow, Hard-to-Stomach Pills

San Mateo, Calif. (January 15, 2008) – NutraBella – a company dedicated to the nutritional well-being of today’s active women – has introduced Bellybar Chews, a delicious new way to get critical Omega-3 DHA. Each Bellybar chew contains 50 mg of vegetarian Omega-3 DHA – a fatty acid that serves as the primary building block for brain, eye, and nervous system development, and has been shown to play a role in maternal well-being.

“Following the success of our Bellybar snack bars, we set out to develop a complete nutritional line for women during her various stages of pregnancy and motherhood,” said Meredith Lincoln, Co-Founder of NutraBella. “By having two to three chews per day, as well as one of our Bellybar snack bars, you can meet your daily requirement for DHA while also enjoying convenient, tasty and satisfying treats.”

DHA (docosahexaenoic acid) is an Omega-3 fatty acid that serves as a primary building block for the brain and the eyes, and supports brain, eye and cardiovascular health throughout life. Although there is a large and growing body of scientific evidence demonstrating that people of all ages benefit from an adequate supply of DHA in their diets, Americans have among the lowest dietary intakes of DHA in the world.

Bellybar Chews contain 50 mg of *life’sDHA*, a vegetarian form of Omega-3 DHA. While everyone can benefit from meeting the daily requirement of Omega-3 DHA, it is especially important for pre-natal, pregnant and nursing women as this nutrient supports the development of a baby’s brain and eye function. Omega-3 DHA is also found in many fish, but with mercury concerns and delicate stomachs, many women are limiting fish intake during pregnancy, making the need for a convenient and tasty alternative that much more critical.

Bellybar Chews are delicious bites of sweet chocolate and tangy citrus to satisfy a pregnant or new mom’s varied cravings, while also delivering DHA, calcium and folic acid. Each Chew contains 100 mg of calcium (plus Vitamins D & K to help with absorption), 100mcg of folic acid, and 50mg of DHA. They are sold in a pouch of 30 chews and are available in two delicious flavors: Chocolate Cuddles and Citrus on Board. Retailing for \$8.99-10.99 per pouch, they are now available at select Babies“R”Us stores and online at www.BellybarProducts.com.

(more)

Bellybar Chews are the second product in NutraBella's Bellybar line. Recently recognized by *USA Today* as a hot new food created for women and by *THE TODAY SHOW* as one of the best foods to eat while pregnant, Bellybar is the first product in an expanding line-up that will eventually include even more healthful products for pregnant and nursing women. Ranging from 160-180 calories, the bars contain protein, iron, folic acid, vegetarian Omega-3 DHA, calcium and vitamin B6, ensuring moms, moms-to-be and babies get the vitamins and minerals they need, while satisfying their continuous hunger and cravings. Each 1.59-ounce bar retails for \$1.99-2.49; five-count packs for \$9.99-11.99. The single bars are currently available at all Babies"R"Us stores nationwide, select Target stores, Whole Foods Markets, 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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