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Bellybar now available at Whole Foods Market®.

Healthy lifestyle retailer chooses new pregnancy snack bar.

San Mateo, CA (December 7, 2005) – The organic apples and gourmet breads that line the shelves at Whole Foods Market will have a new neighbor this month. Starting in mid December, the delicious, nutritious new Bellybar will find its way onto shelves at the leading organic retailer throughout the West Coast.

“It’s a wonderful validation of the nutritious advantage our new snack bar offers pregnant and nursing moms,” says Meredith Lincoln of NutraBella, maker of Bellybar. “For the buyers at Whole Foods Market, who are notoriously selective, to choose us is a great honor.”

Bellybar is the first snack bar designed specifically for pregnant and nursing women to be carried in Whole Foods Market. The bar, which limits fat and sugar, and supplies a healthy dose of folic acid, iron, Omega-3’s and Omega-6’s met the leading retailer’s extremely high standards – a watermark reserved for only the most superlative products.

All three Bellybar flavors, Mellow Oat, Berry Nutty Cravings, and Baby Needs Chocolate, will be available in 9 Whole Foods Market stores at key cities on the Pacific Coast: San Francisco, Palo Alto, Redwood City, Sacramento, Fresno, Walnut Creek, Portland, Seattle, and Bellevue.

NutraBella was founded in 2004 by Leslie Sagalowicz and Meredith Lincoln. The company’s goal is to improve the nutritional wellbeing of women by delivering delicious, nutrient rich products uniquely formulated and conveniently available. NutraBella is headquartered in San Mateo, CA.

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