



QUENCH YOUR THIRST & GET A PRENATAL BOOST WITH NEW BELLYBAR SHAKES

Hydrating Milkshake Offers Pregnant and Nursing Women DHA & Fiber

San Mateo, Calif. (April 7, 2008) – NutraBella, a company dedicated to the nutritional well-being of today's active women, has added Bellybar Shakes to its growing line of nutritious products packed with the critical nutrients women need before, during and after pregnancy.

Available in Due for Chocolate and Vanilla Dreams flavors, Bellybar Shakes offer critical Omega-3 DHA (32mg), as well as a boost of calcium (35% RDA), fiber (4g) and protein (8g) to keep women humming throughout the day. DHA is one of the Omega-3 fatty acids 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. Plus, with just 170-180 calories, this thirst quenching drink provides hydration pregnant and nursing women need, while also satisfying their cravings.

"I'm expecting, so I can speak firsthand to how many pregnant women feel thirsty all the time!" said Leslie Barber, Co-Founder of NutraBella. "With all the beverages doctors are advising women NOT to drink, we're thrilled to offer pregnant and nursing women a delicious, doctor-recommended ready-to-drink shake to help them stay hydrated, while also delivering key nutrients she and her baby need, including a critical Omega-3 DHA."

Available starting in mid-April, ready-to-drink Bellybar Shakes are sold in four-packs and are shelf stable; however, they are best enjoyed if chilled first or over ice. They will retail for \$9.99-\$11.99 and can be purchased at select Babies R Us stores and online at store.babycenter.com.

Bellybar Shakes are the third product in NutraBella's Bellybar line. Recognized in 2007 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, the Bellybar was the first product in the expanding line. Ranging from 160 to 180 calories, Bellybars contain protein, iron, folic acid, Omega-3 DHA, calcium and vitamin B6. Earlier this year, NutraBella launched Bellybar Chews – a convenient, tasty way to get critical DHA (50 mg) as well folic acid, calcium and vitamins D and K.

NutraBella was founded in 2004 by Meredith Lincoln and Leslie Barber to develop all-natural foods and beverages that provide women with a better way to get critical nutrients needed before, during and after pregnancy. For more information, visit www.BellybarProducts.com.