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NEWS RELEASE

NATURE'S AGAVE, THE PREMIUM ORGANIC SWEETENER COMPANY, EXPANDS DISTRIBUTION INTO U.S. MILITARY COMMISSARIES

100% Organic, Low Glycemic Premium Agave Nectars Now Available for Military Families

SAN DIEGO (July 25, 2011) – Nature's Agave Inc., the premium organic sweetener company, today announced that it has entered into a distribution agreement with Alder Foods, one of the country's largest suppliers to military markets. Nature's Agave's premium agave nectars in *Clear* and *Raw* varieties are now available in thirty commissaries across the U.S., granting service members and their families access to the highest-quality low-glycemic agave nectar brand available, while providing an alternative to highly-processed sugars, HFCS, and artificial sweeteners.

Made from 100 percent certified organic Weber Blue Agave, Nature's Agave's premium agave nectars include ***Clear***, ***Amber*** and ***Raw*** varieties, each exhibiting a distinct flavor profile and use. All of Nature's Agave nectars are Kosher-certified, naturally gluten-free and vegan, and very low on the glycemic index. Considered the new standard for luxurious, organic sweetness, Nature's Agave's nectars are produced organically without enzymes, chemicals or additives, and are double lab tested and bottled in California for purity.

"We are thrilled to represent Nature's Agave in the military channel. Alder Foods has been on the forefront of identifying healthy food solutions for our military customers and we felt Nature's Agave would be a perfect addition to our portfolio of brands," said Michelle Keating, president and CEO of Alder Foods.

Nature's Agave has consistently grown its distribution into the organic grocery channels since the brand launched its premium agave retail line in 2010, and has quickly gained traction among healthy consumers, top chefs, and celebrities. The military commissaries represent a significant distribution channel, generating more sales volume per store than any other grocery retailer and the Defense Commissary Agency (DeCA) reports annual sales at \$5.8 billion worldwide.

Nature's Agave Expands into Military Commissaries

Nature's Agave is available at Whole Foods, Henry's Markets, Mothers, New Leaf Community Markets, and a variety of other organic food retailers throughout the Western United States, as well as online at www.naturesagave.com. Internationally, Nature's Agave is distributed in China, South Korea, the Caribbean, and Australia.

"With more than 45 years of experience serving the military markets, Alder Foods was the best choice for expansion into this coveted channel," said Stew Duncan, co-founder of Nature's Agave. "We are very excited to offer our premium agave nectar to military families and look forward to continued growth in this area – in the U.S. and abroad."

About Nature's Agave, Inc.

Founded in 2009, Nature's Agave Inc. is an organic, agave-based food and beverage company with passion and purpose. Based in Encinitas, Calif., Nature's Agave promotes healthier nutrition through a variety of distinct and delicious agave-based products, including its retail line of premium agave nectar syrups and as a supplier of agave for food and beverage companies.

Its recent success in securing precious shelf space on the sweetener aisle and simultaneously building a solid customer base is due in part to the brand's unique range of both taste and color, and, according to consumers and retailers, the brand's premium quality and commitment to sustainable farming practices. Nature's Agave is committed to making a positive impact by proactively working to improve the health and vitality of families, communities and the environment through several important causes, including Juvenile Diabetes Research Foundation (JDRF), the Surfrider Foundation, and local charities in Mexico.

For more information about Nature's Agave, please visit www.naturesagave.com

About Alder Foods, Inc.

Alder Foods, Inc. is one of the country's largest suppliers to the military markets, with a presence in all key geographic regions worldwide, including Europe, the Mediterranean, the Caribbean Islands, Hawaii, Alaska and the Pacific Rim nations. With over 45 years of history in serving the military channel, Alder Foods is a leader in various food categories such as Frozen Seafood, Branded Milk and Cream and Organic, All Natural, Gluten Free and Allergen Friendly offerings.

For more information regarding Alder Foods, please visit www.AlderFoods.com

For distribution and sales inquiries, call 888-60-AGAVE (888-602-4283).

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