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NEWS RELEASE

NATURE'S AGAVE, THE PREMIUM ORGANIC SWEETENER COMPANY, LAUNCHES NEW PRODUCT WITH FRESH & EASY MARKETS

New Premium Raw Maple Agave Syrup Now Available Nationwide

SAN DIEGO (August 30, 2012) – Nature's Agave Inc., the premium organic sweetener company, today announced that it has launched its new Raw Maple Agave Syrup with Fresh & Easy Markets nationwide. The new product expands the company's retail line and marks its first organic flavored offering. Now available in the entire chain of Fresh & Easy Markets (excluding small format stores), the new Raw Maple Agave Syrup is made from organic, raw blue agave and organic maple flavor. Unlike regular maple syrups, the Raw Maple Agave Syrup is low glycemic and sweeter to the taste, making it an ideal choice for avoiding blood sugar spikes and reducing sugar calories without sacrificing taste.

Nature's Agave's premium agave nectars include **Clear, Amber, Raw, and new Raw Maple** varieties, each exhibiting a distinct flavor profile and use. All of Nature's Agave nectars are Organic, Kosher-certified, naturally gluten-free and vegan, and very low on the glycemic index. Nature's Agave produces its nectars and syrups organically without enzymes, chemicals or additives. Bottled at a GMP-certified Organic facility in California, the company adds a second level of lab testing to ensure the highest standards are met.

"Our mission is to offer Fresh & Easy customers the highest quality and best tasting foods from around the world at affordable prices. One taste and you'll know why we've selected the new Raw Maple Agave Syrup by Nature's Agave. It's really that good," said Kristin Jolley, Grocery Buyer for Fresh & Easy Markets.

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.

"We are proud to launch this delicious Raw Maple Agave Syrup with Fresh & Easy Markets," said Stew Duncan, co-founder of Nature's Agave. "Fresh & Easy Markets is a fun and purpose-driven grocery chain that has brought organic foods to many underserved communities. We strive to align our brand with companies that are making a difference."

Nature's Agave Launches Raw Maple Agave Syrup with Fresh & Easy Markets Nationwide

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.

In addition to Fresh & Easy Markets, Nature's Agave Premium Nectars are available nationwide at Williams-Sonoma and GNC, and regionally at Whole Foods, Sprouts, Mothers, New Leaf Community Markets, and a variety of other organic food retailers throughout the United States. Internationally, Nature's Agave is distributed in China, South Korea, the Caribbean, and Australia.

For more information about Nature's Agave, please visit www.naturesagave.com. For distribution and sales inquiries, call 888-60-AGAVE (888-602-4283). Join the "Go Agave" movement on [Facebook/NaturesAgave](https://www.facebook.com/NaturesAgave) and [Twitter @NaturesAgave](https://twitter.com/NaturesAgave)

About Fresh & Easy Markets

Fresh & Easy operates more than 190 stores in Arizona, California and Nevada. All of Fresh & Easy's products, including ready-to-cook meals, are made with the highest quality ingredients, and contain no artificial colors, flavors high fructose corn syrup or added trans fats. In addition to fresh prepared meals, Fresh & Easy offers fresh baked goods, meats and produce as well as favorite national brand products and household items, all at great low prices.

For more information about Fresh & Easy, visit www.freshandeasy.com. Also follow the company on Twitter at: www.twitter.com/freshandeasy and become a fan on Facebook at www.facebook.com/freshandeasy

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