

Wholly Guacamole and The Biggest Loser Join Forces to Help Americans Get Healthy

-Wholly Guacamole partners with Top NBC Show to extend Healthy Eating Awareness -

FORT WORTH, TX (January 24, 2011) Inspired by the common goals of teaching Americans healthier eating habits, Wholly Guacamole is proud to announce it has become the Official Guacamole and Salsa of the hit NBC series, "The Biggest Loser."

The partnership kicks off with this year's "The Biggest Loser: Couples". Licensed by NBC Universal Television Consumer Products Group and Reveille LLC, the relationship will bring wide television exposure to the all-natural foods manufacturer and feature both Wholly Guacamole and Wholly Salsa as a healthy snack option to achieving weight loss goals.

Key highlights include in-show integration into "The Biggest Loser" and healthier lifestyle messaging through Wholly Guacamole. Additionally, Wholly Guacamole and Wholly Salsa will integrate "The Biggest Loser" messaging into packaging on more than millions of boxes of guacamole and tubs of salsa throughout the year, as well as integrated programs on the EatWholly.com website, newsletter and social media programs. Wholly products are in the produce section of retailers nationwide.

"We are pleased to introduce Wholly Guacamole and Salsa to "The Biggest Loser" family of products, which are dedicated to help consumers make better choices to live a healthy lifestyle," said Kim Niemi, Senior Vice President, NBC Universal Television Consumer Products Group. "Wholly offers a strong combination of nutrition and flavor and provides healthy snack options for consumers."

"Partnering with 'The Biggest Loser' brings great synergy between our brands," states Tracey Altman, Vice President Marketing, Fresherized Foods "We are excited to align ourselves with a brand whose focus is about healthy lifestyle changes and making good decisions—this is a perfect match," adds Altman.

"Life on the ranch is all about redefining what you eat and how you eat," said Chad Bennett, Vice President of Brand Development at Reveille. "With our partnership with Wholly Guacamole and Salsa, we want our viewers to know there are healthy food options available that can support them around every meal or snack throughout the day."

Since 2007, Wholly Guacamole has focused consumer messaging towards healthy eating via avocado and salsa nutrition awareness. The new "Biggest Loser" partnership and on-package promotion is another example of the commitment by Nielsen-ranked, top-selling, Wholly Guacamole to reach consumers and help make real changes in Americans' eating habits.

ABOUT "THE BIGGEST LOSER"

"The Biggest Loser" on NBC airs on Tuesdays from 8:00 to 10:00 p.m. (ET/PT). The first reality series where everybody loses, "The Biggest Loser" challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. "The Biggest Loser" is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions. Check out www.biggestloser.com <<http://www.biggestloser.com/>> for more information.

About WHOLLY

All-natural Wholly Guacamole and Wholly Salsa are made like you would, if you had the supplies and time—with yummy, ripe ingredients and no additives or preservatives. Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation. EatWholly.com

ABOUT NBC UNIVERSAL TELEVISION DVD, MUSIC, AND CONSUMER PRODUCTS GROUP

NBC Universal is a leader in providing entertainment programming to the domestic and international marketplaces. NBC Universal Television DVD, Music, and Consumer Products Group manages all global ancillary television business endeavors for the NBC Universal Television Group, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and the NBC Universal Online Store.

ABOUT REVEILLE

Reveille is part of the Shine Group, one of the world's foremost multinational entertainment and drama companies. The company is a leading independent studio focused on exploiting worldwide intellectual property rights in scripted and unscripted television and digital entertainment, and a world leader in creating integrated marketing opportunities for advertisers. Reveille is known for popular and award-winning hit series including MASTERCHEF, LIVE TO DANCE, THE BIGGEST LOSER, THE OFFICE, THE BURIED LIFE, UGLY BETTY & THE TUDORS. Reveille has partnerships with both Microsoft and Yahoo! to develop original online series for brands.

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