



PRESS RELEASE



5th February 2007

Fruityfaces Increase Fruit Consumption

New evidence shows that using **FRUITYFACES** has increased fresh fruit consumption amongst 64% of families, by between 1-4 portions per week.

FRUITYFACES are fun inflatable fruit cases which help to encourage children to eat more fruit, and at the same time, raise desperately needed funds for local schools and three international charities. The cases are available in four different striking designs, named after African fruit. FruityFaces have become a "must have item" for school children, making healthy eating cool and hip!

Paige Allen from FruityFaces says, "We recently conducted a survey with our customers and were pleased to find that FruityFaces have actually increased fruit consumption in children and given them a positive image of eating fruit."

Feedback from the survey showed that 96% of children had either a positive or extremely positive reaction to FruityFaces; 94% of children used their FruityFaces to take fruit to school and 84% said that having FruityFaces made eating fruit fun and positive for their children.

Millions of pounds have been spent in education by the government, by fruit and retail industries and by health organisations to raise the awareness about the importance of eating 5-a-day. However, this has not led to a substantive increase in fruit and vegetable consumption.

FruityFaces have been successful because they have put eating 5-a-day into action by creating a practical product to carry fruit in a fun and positive way.

This creates a great opportunity for education departments, health organizations, schools etc to promote **FRUITYFACES** to get children bringing more fruit into schools

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Page 2 of 2
FruityFaces – Press Release

Other countries are facing the same issues about needing to increase fruit consumption and FruityFaces is looking to expand into the global market, having already set up a distributor in Australia.

Our aim is for every child to use a FruityFace everyday, attached to their school bag (filled with a piece of fruit).

FruityFaces fun, inflatable fruit cases were launched in June 2006 and have taken the U.K. by storm, with 60,000 units already sold.

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