



PRESS RELEASE



May 2007

THE CASE FOR FRUITY FACES

An innovative new product to support the Department of Health's guidance for parents and schools which actually encourages children to eat more fruit.

FRUITYFACES are fun inflatable fruit cases which help to encourage children to eat more fruit (as proven in our customer survey) and at the same time, raise desperately needed funds for local schools and three international charities.

FRUITYFACES is a concept designed by a mother of two and charity champion Paige Allen, in her school art classes nearly twenty six years ago. She turned the idea into reality when she felt there needed to be a solution to promote healthy eating, to carry fruit to school and play without ending up with squashed bananas, bruised apples or pulped peaches. A recent survey of existing customers revealed that 84% believe FruityFaces has made eating fruit fun and positive for their children. The cases are available in four different striking designs: Fenne, Tunda, Sese and Mengi (named after African fruit). FruityFaces is a "must have item" amongst school children, making healthy eating cool and hip!

The FruityFace story begins when, during the summer of 2004, Paige Allen had an idea whilst attempting to transport fruit for her children's afternoon snack. Whichever way she tried to cushion the fruit, it ended up bashed and bruised. She thought there has to be a better solution – so she started to search for some answers. She began sketching a few ideas and met up with a Romanian design student and designed the inflatable case. Her journey then took her to China to find a manufacturer and amazingly, five months later, she had a unique pvc manufactured FruityFace made from phthalate-free, non-toxic material. It is food-safe pvc meeting the latest EU Regulations and has an international patent pending.

The launch of the product has come at a time when awareness levels of healthy eating are at an all time high. A recent Government survey on the diet and nutritional habits of children between ages four and eighteen found that, on average, children ate less than half the recommended five portions of fruit and vegetables per day and that one in five children didn't eat any fruit at all. Research has shown that eating a piece of fruit at break-time – or

/Continued

Page 2 of 2
FruityFaces – Press Release

as part of the midday meal – improves children’s behaviour and increases attention spans in the classroom. Which, in turn, will lead to improved performance, healthier and happier children, teachers and parents! Our customer survey shows that the use of FruityFaces has increased fruit consumption amongst 64% of families by between 1-4 portions per week.

As a result of this innovative idea, FruityFaces has been awarded a license to use the Department of Health “5 a Day” logo and has been positively received by many of the Healthy Schools Coordinators across the UK. This has also been an exciting development for the fruit industry with Fruity Faces being nominated as finalists in the 2006 Refresh Fruit Industry Awards for “Innovation of the Year Award” and “Supporter of the 5 a day Award”. Further, in October 2006 FruityFaces received the Startup Business Awards’ Community Service Impact Award.

FruityFaces has received a lot of media awareness, appearing on GMTV, This Morning, the Paul O’Grady show and Dragons Den. FruityFaces are sold through Lakeland Limited, Great Little Trading Company and Harrods, are trialling with ASDA and have gone international with distribution in Australia. FruityFaces is looking at other global expansion routes as well as expanding the existing range due to consumer demand.

All profits from the sales of FruityFaces will be split and donated to three charities – African Revival, FARA – a charity for abandoned Romanian children – and Amber UK, which supports disadvantaged young people in the U.K.

***** End of Press Release *****



For more information please contact :
Email : info@fruityfaces.com
Website : www.fruityfaces.com
Paige Allen 01372 844 717