



FOR IMMEDIATE RELEASE

(Evanston, IL) – Tula Foods™, a new entry into the Natural Foods and supermarket channels, announces its launch of a new line of Whey Protein based, all natural yogurts on September 2, 2008. Better Whey of Life™, the 5-variety line of yogurts, features between 15 and 17g of protein in each 6 oz. container. With a suggested retail of \$1.79 - \$1.99, this is the first all-natural, high-Whey Protein product produced in a convenient on-the go format, and priced to allow consumers to add whey protein to their daily diet in an affordable manner.

Emerging science indicates that adding whey protein to their daily diet will help consumers lose inches around the waist, tone muscle, satisfy hunger, and keep them energized. Better Whey of Life™ is positioning itself to be the leading brand in Whey Protein-enhanced everyday foods. An aggressive consumer focused marketing plan is in place to raise awareness to the benefits of Whey Protein, and the Better Whey of Life™ brand.

For more information, visit www.betterwheyoflife.com or contact Daphne Mazarakis at (888) 902-TULA.

About Tula Foods™ :

Tula Foods™, Inc. (parent company of Better Whey of Life™) is a new entry in the CPG industry, based in Evanston, IL. Tula Foods™ main focus is ‘Smart Eating and Healthy Living’ and Better Whey of Life™ yogurt is the lead product introduction with additional products planned on the horizon. For additional information about the Better Whey of Life™ yogurt line, please visit www.betterwheyoflife.com.

Corporate Contact:

Daphne Mazarakis
(888) 902-TULA
dmazarakis@tulafoods.com

Agency Contact:

Chasidy Atchison
847-859-1800
chasidy@joelwarady.com

###