



FOR IMMEDIATE RELEASE

Not All Proteins are Created Equal: A Better Way to a Leaner You

(Evanston, IL) October 20, 2008 – Last month, Tula Foods™ Inc., a new entry into the Natural Foods and Supermarket channels, launched Better Whey of Life™, the first all natural brand of Whey Protein-enhanced yogurt.

Whey Protein, naturally found in milk, is nature's most complete protein for building lean and healthy bodies. Unlike other proteins, whey contains all the essential amino acids that our bodies need that we cannot manufacture on our own, the levels of which meet or exceed the standards of the World Health Organization. Nutrition experts recognize that Whey Protein is easily digested and rapidly absorbed to aid in weight loss and toning lean muscle.

Emerging science has shown that diets incorporating Whey Protein may help to reduce inches around the waist better than diets utilizing alternatives (such as soy protein or carbohydrates). Since waist size is a leading indicator of heart disease and diabetes, Whey Protein is proving to be an increasingly important nutrient in one's diet. "We are thrilled to be the first to bring this healthful nutrient to market in a convenient everyday food like yogurt," said Tula Foods™ CEO Daphne Mazarakis.

Better Whey of Life™ yogurt contains 15-17 grams of protein in each 6oz cup, 3 times more protein and 30% less sugar than the leading yogurt. It is made with nonfat milk with no added growth hormones and contains probiotics and 3g prebiotic fiber, making it one of the most complete yogurts on the market. It is available in five delicious flavors.

For more information about Better Whey of Life™ yogurt, 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 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 Whey Protein-enhanced products on the horizon.

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