



FOR IMMEDIATE RELEASE

Better Whey of Life™ Brings a “Better Whey to a Stronger Finish” to the 2009 Chicago Marathon

(Evanston, IL) October 10, 2008 – Better Whey of Life™, proud sponsor of the 2008 Bank of America Chicago Marathon, will be waiting at the finish line to congratulate this year’s final runner who completes the grueling 26.2-mile course. As a reward for completing the race as the last place finisher, Tula Foods™ will provide the runner with a “Better Whey to a Stronger Finish” prize package that includes a year’s supply of Better Whey of Life™ Whey Protein-enhanced yogurt, a personal marathon trainer for the next 12 months to help with preparation for next year’s race, and a free entry into the 2009 Chicago Marathon.

“We are committed to Smart Eating & Healthy Living, says Tula Foods™ CEO Daphne Mazarakis. “We believe that people who exercise and eat properly are doing great things for themselves, and we are thrilled to help individuals live an even healthier, more active lifestyle. In providing one Chicago Marathon participant a Better Whey to train for next year’s race, we feel we are doing our part to help individuals recognize that they can release the leaner, stronger, healthier person living inside of them.”

Whey Protein, naturally found in milk, is nature’s most complete protein containing all the amino acids your body needs for healthy growth and maintenance. Better Whey of Life™ yogurt is among the first convenient, ready-to-eat products to prominently feature this healthful protein.

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 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.

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