



FOR IMMEDIATE RELEASE

SALES AND DISTRIBUTION QUADRUPLE FOR MELT® ORGANIC IN ONE YEAR!

Organic product line to participate in Summer Fancy Food Show

(June X, 2013) BOISE, IDAHO – Melt® Organic, the luscious butter improvement, made from the perfect blend of virgin coconut oil and other fruit- and plant-based organic oils, is pleased to announce its continued growth over the past 52 weeks. Melt® Organic has experienced increased revenues four times that of a year ago with its rapid North American expansion in leading natural, conventional and specialty retailers.

Melt® Organic will be at the Summer Fancy Food show and can be found at **Booth 1445**.

Melt® Organic recently announced its launch into more than 800 Von's and Safeway stores throughout the western United States and its expansion into nearly 300 stores with natural retailers in Western Canada, including Choices Markets, Natures Fare, Planet Organic, Thrifty Foods, Vita Health and Whole Foods Markets. The brand is now available in more 3,500 stores in North America.

This growth has allowed Melt's parent company Prosperity Organic Foods to add staff members and continue to contribute to the economic growth of the greater Boise metro market.

"As consumers continue to seek healthier alternatives to butter, we are excited to be able to expand the availability of Rich & Creamy Melt® and Honey Melt® throughout the country and into Canada," said Melt CEO Meg Carlson. "The brand's continued expansion allows us to bring Melt to butter-loving families everywhere and add to our talented team of employees."

Melt founder Cygnia Rapp, an avid home chef, developed Melt after digestive challenges meant giving up butter. Unhappy with existing alternatives, Rapp set out to create a natural and tasty organic butter replacement in her kitchen. She uncovered a wealth of little-known information about healthful saturated fats (the 'good fats') and their influence on health and well-being. After much experimentation, Rapp created the original recipe for Melt Organic based on two key organic oils: virgin coconut and flaxseed.

Rich & Creamy Melt Organic and Honey Melt Organic are sold in 13-ounce packages, with 80 calories and 9g of fat per serving. MSRP is \$4.99 for both varieties. For tips and recipes for Melt, visit <http://www.meltbutteryspread.com/> or <http://allrecipes.com/>.

About Melt®

Say Goodbye to Butter, Say Hello to Melt®!™. Melt® Organic is a line of luscious, all-natural buttery spreads for butter lovers seeking a healthier alternative. Available in original and honey

flavors, Melt is made from the perfect blend of the healthiest fruit- and plant-based organic oils: virgin coconut, flaxseed, hi-oleic sunflower, palm fruit, and canola. Melt spreads sizzle, drizzle, sauté, bake, and melt just like butter, but with half the saturated fat and fewer calories. Each variety of Melt is certified organic, kosher and made with non-GMO, eco-social and fair trade ingredients, while also trans-fat free, gluten free, dairy or lactose free, and soy free. Only Melt uses Virgin Coconut Oil that is certified Fair for Life Fair Trade. Both Melt and Honey Melt are the first spreads in North America to be Non-GMO Project Verified. The Melt line is also the first to be sold in innovative square packages for easy storage and sustainability. **It's Hip to Be Square!©** For more information and recipes, visit <http://www.meltbutteryspread.com>, <http://www.facebook.com/meltbutteryspread> or <http://www.twitter.com/meltspread>.

About Prosperity Organic Foods, Inc.

Based in Boise, Idaho, Prosperity Organic Foods, Inc., the parent company of Melt, provides great tasting products of superior quality through the innovative use of healthy fats and oils that allow consumers to eat better, feel better and live better. Rich & Creamy Melt® Organic, which launched in 2011, is the company's debut product. Melt® and At Last, Good Fat!® are registered trademarks of Prosperity Organic Foods, Inc. All rights reserved.

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Melt samples and images available upon request

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