

**FOR IMMEDIATE RELEASE**

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**NEW YEAR, NEW SNACK: MAKE THE SUNSWEET SWAP**

*Sunsweet Ones are the Healthy, Indulgent and Convenient Choice  
for Smart Snacking in the New Year*

(December 28, 2007—Yuba City, Calif.) – Here’s something that may seem too good to be true...snacking is good for you. It’s true! Studies have shown that incorporating healthy snacks is a nutritious way to add vitamins and nutrients to a well-balanced diet. To kick the New Year off with a healthy start, Sunsweet Growers Inc. announces the launch of the Sunsweet Swap, an online initiative that encourages people to swap out their current convenient snack for Sunsweet Ones™, individually wrapped prunes. When consumers visit [www.sunsweetswap.com](http://www.sunsweetswap.com) they will learn about the nutritional benefits of swapping out their unhealthy snacks for delicious Sunsweet Ones™. Not only will it help consumers reach their New Year’s resolution health goals, but they also have the opportunity to win a \$100 VISA gift card when they make the Sunsweet Swap.

Sunsweet announced the Sunsweet Swap on the heels of a study conducted by Information Resources Inc. (IRI), in November 2007. The IRI study revealed that three-quarters of U.S. consumers report that they are making changes in their diets in an effort to eat healthier. These changes include: 1) increasing consumption of foods offering nutrition, and 2) replacing high-calorie snacks with healthier alternatives.

Registered Dietitian Carolyn O’Neil agrees, “Let’s face it – we’re a snacking society. It’s time to embrace snacking by getting smart and making choices that will not only get us to our next meal, but will add to a healthy diet. What I love about the Sunsweet Swap is that it shows the nutritional benefits your body receives by swapping out something like pretzels for Sunsweet Ones. The snacking examples help people make choices that create nutrition-wise habits, and in turn, a healthier lifestyle.”

(more)

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High in fiber and antioxidants, prunes stack up favorable against all convenient snacks. Because they are individually wrapped, Sunsweet Ones™ are the ultimate convenient healthy snack. The unique cylinder container fits perfectly in a desk drawer, gym bag, even a cup holder in the car, making it even easier to snack healthfully while on the go.

The Sunsweet Swap provides easy-to-read nutrition charts that illustrate the health and nutrition benefits of swapping out unhealthy snacks for Sunsweet Ones™. For example, snacking on four Sunsweet Ones instead of seven pretzels will return 380 fewer milligrams of sodium. This swap will also gain an additional two grams of fiber, seven times the potassium, three times the daily value of copper and almost nine times the amount of antioxidants.

Also featured on the website are the “Five Ways to Master the Art of Snacking” authored by O’Neil, as well as a fun, interactive quiz that tests consumers healthy snacking IQ. Upon completion of the quiz, visitors to the site will then have the opportunity to enter to win a \$100 VISA gift card. Winners will be announced monthly with the contest running through December 27, 2008.

Sunsweet Ones™ are currently available in the dried fruit or produce sections at major retailers nationwide. For more information about Sunsweet Ones™ and the Sunsweet Swap please visit [www.sunsweetswap.com](http://www.sunsweetswap.com).

### **About Sunsweet Growers, Inc**

Headquartered in Yuba City, Calif., Sunsweet Growers, Inc. is one of the world’s largest handlers of dried fruits including dried plums, apricots, cranberries and raisins. A grower-owned marketing cooperative, Sunsweet provides healthy options of fruits and juices throughout the globe. The Sunsweet brand is widely recognized as representing products that promote a healthy lifestyle for today’s consumer.

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