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**THINK FROZEN – *KIDFRESH*: HEALTHY, ALL-NATURAL FROZEN KIDS MEALS NOW
AVAILABLE AT PUBLIX SUPERMARKETS**

*Southern Grocery Giant the Latest Retailer to Carry the First All-Natural, Freshly-Frozen Meals, Packed with
Blended Veggies*

NEW YORK, NY (September 20, 2011) Kidfresh® — yummy, convenient and all-natural frozen kids meals — has announced the debut of its line of meals into Publix supermarkets.

Unlike other kids' meals, which often contain artificial ingredients, Kidfresh's line of frozen entrees were created by parents for parents, with the help of pediatric nutritionists and top chefs. The meals, packaged in recyclable and BPA-free trays, are moderate in sodium, contain up to 33% of a child's daily vegetable needs and absolutely no artificial ingredients, flavors, colors or preservatives. The six kid-approved varieties include Totally Twisted Pasta + Meatballs, Rainbow Rice + Chicken, Cheesy Ravioli, Spaghetti Loops Bolognese, MUY Cheesy Quesadillas and Wagon Wheels Mac & Cheese, each of which contain blended veggies including, tomatoes, sweet potatoes, carrots, butternut squash and more.

“We're so excited to have our Kidfresh frozen kids' meals at Publix” said Matt Cohen, CEO of Kidfresh. “Our shared vision, coupled with our mutual commitment to offering quality and premier food choices to the public, make Kidfresh the right product for Publix shoppers. We believe that by carrying Kidfresh as growing childhood obesity concerns become a greater issue in today's society, Publix is taking the lead in introducing healthy and nutritious choices to children at a young age.”

Kidfresh is also distributed in other major retailers including Whole Foods Market, Shoprite, Big Y, Shaws, Weis, Kings, King Kullen and more. Publix will be offering a special 2 for \$6 back-to-school sale on Kidfresh through October 3, 2011.

Based in Lakeland, Florida, Publix has more than 1,000 stores throughout Alabama, Florida, Georgia, South Carolina, and Tennessee, making it the largest employee-owned supermarket chain in the nation.

For additional information on Kidfresh, please visit www.kidfresh.com.

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About Kidfresh

Created in 2007 by parents for parents and with the help of pediatric nutritionists and top chefs, Kidfresh has grown from its initial concept store in New York City, to become a pioneer in all-natural, frozen kids meals. Available in leading grocery stores in the United States, Kidfresh offers time-tested kid favorite entrees made with 100% all-natural ingredients, blended vegetables, lower sodium and key nutrients for growing children. With childhood obesity of epidemic proportions, Kidfresh offers healthy meal alternatives to busy parents and children. Kidfresh is committed to the environment and the community and supports children in need through its partnership with Save the Children. To learn more, visit www.kidfresh.com.