

June 25, 2008

Here we grow again!

Melanie Melia, President of Epic Natural Sales, "We are delighted to be associated with Pure Fun. Our customers respond so well to brands that are USDA certified organic and have as much integrity as Pure Fun."

Epic Sales is helping many retailers, from the largest supermarket chains to the smallest independent stores, meet the constantly growing demand for products that help Americans to "live well".

Luna Roth, founder of Pure Fun Confections is "very excited with the appointment of Epic Natural Sales, partnering to build the Pure Fun "Better for you" Organic candy brand in the Eastern United States (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington D.C., Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama and Florida).

We are most fortunate to align ourselves with such a reputable brokerage whose managers bring over 30 years of experience in the Northeast & Southeast. Epic Natural Sales will provide quality service to our distributors, retailers and ultimately broad availability for our consumers.

"The Epic Natural Sales Team brings enthusiasm, personal and professional commitment to all their endeavors. They are natural products consumers as well as salespeople! The strategy is to get profitable results by servicing, growing and expanding our retailer's sales. They are well known for attention to detail by focusing on your top line as well as your bottom line--assessing your needs by listening carefully and responsibly with honest and open communication."

Organic candy has now become the newest and fastest growing trend in confectionery. Consumers are demanding a healthy choice for themselves and their children.

Refusing to include artificial colors, dyes--FD&C colors, synthetic flavorings, gluten, casein (dairy), genetically modified organisms, growth hormones, cassava derivatives or chemicals of any kind, Pure Fun has earned endorsements from pediatricians, nutritionists, allergy, holistic, medical associations and plenty of candy-craving kids.

Pure Fun™ is now known as the leading brand of Premium Organic candy; an innovative socially conscious confectionery company built with a team of highly committed, professional, talented partners and associates whose specialties range from Research, Brand Development, Merchandising, Graphic Design and excellence of customer service. Pure Fun™ is committed to creating Certified Organic, Kosher, Gluten Free, Casein Free, Vegan candies derived from natural certified organic ingredients in a fair trade environment. "Better for you candy©" just the way our grandparents enjoyed it....the candy that was made before FD&C colors, pesticides, artificial flavors, refined sugar and genetic modification were invented. "It's what we don't put in our candy that sets us apart from the competition" says Pure Fun founder, Luna Roth.

MEDIA AND TRADE ENQUIRIES

PURE FUN

luna@purefun.ca
www.organiccandy.com

Epic Natural Sales

melanie@epicnatural.com
<http://www.epicnatural.com>