

## WE'RE ALL ABOUT PURE FUN!

### Pomegranate lollipop or Go Goji Berry Fruit rock, anyone?

### ***Mom won't say "no" to this new line of organic, vegan hard candies and lollipops from Canadian confectioner PureFun™***

TORONTO, August 27, 2007 – Pure Fun Confections Inc. is pleased to announce that Derek Greenberg has joined the Pure Fun family as Vice President of Business Development.

Derek is a senior executive with over 20 years of successful experience in the Package Goods industry. Most recently as a Sales Director with Mars Canada Inc, a subsidiary of Masterfoods USA, where he built and led the National Retail Sales Organization of over 275 associates. His group was responsible for the sales and merchandising of Confectionery and Food products across all channels.

Prior to that, he spent 15 years with Procter and Gamble, with experience in leading large and complex businesses.

Pure Fun™ is an innovative socially conscious Confectionery company committed to creating Certified Organic, Kosher, Gluten Free, Casein Free, Vegan candies derived from premium natural certified organic ingredients like brown rice syrup, organic cane juice, with flavours and colors derived from fruit or vegetables from within 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, synthetic chemical flavours, refined sugar and genetic modification were invented. It's what we don't put in our candy that makes us special... NO DYES, NO PESTICIDES, NO ARTIFICIAL FLAVOR, NO GLUTEN, NO CASEIN, NO GMO'S.....



A year after launching its wildly successful line of all natural, organic cotton candy, Toronto-based Pure Fun™ Confections is adding even more wholesome sweetness to its product offerings with a variety of hard candies and lollipops – all made with the finest, certified organic ingredients purchased from Fair Trade suppliers around the globe.

The new products – which will be available starting early May in select stores across Canada and the United States, – come in fun flavors such as Nature's Go Goji Berry, Ginger Spice, Raging Raspberry, Pure Pomegranate, Giddy Green Apple, Canadian Maple, and Root Beer.

“You won’t find artificial, toxic ingredients in our candies,” says Pure Fun president Luna Roth. “That means no artificial colors and flavors, glutens, pesticides, casein, titanium dioxides, or GMO’S.”

Pure Fun™ candies don’t contain any dairy products either, adds Roth. Instead, they’re made with certified organic evaporated cane juice, organic brown rice syrup, and organic citric acid. The candies get their jewel-like colors from natural ingredients that include red beet concentrate, alfalfa extract, red cabbage, annatto and derivatives of other nutritious fruits and vegetables.

Pure Fun candies are also environmentally friendly. All suppliers are required to confirm their Fair Trade practices.

“Finally, you can feel good handing out candy to your kids – or eating a few yourself,” says Roth.

Pure Fun candies are available at Whole Foods Market, Pusateri’s, Planet Organic Market, London Drugs, IGA, Stop and Shop, Choices Markets, Albertsons, Supervalu, Shaw’s, Giant, Jewel, Meijer, Specialty and major retailers across the USA.

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