

NEWS RELEASE

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GREEN FOODS CORPORATION BEGINS
NEW GREEN REVOLUTION AT EXPO WEST:
- Unique and Innovative New Products Launched
- Complete Package Redesign

OXNARD, CA - Green Foods Corporation Inc. will change the green foods industry it started more than thirty years ago with the introduction of a new generation of products on March 12, 1999. At the same time, the company will introduce the package redesign of all products in the company's line, giving the barley essence line that started the green foods section a completely new look.

The biggest challenge facing the green foods category has always been the taste. The nutritional profile is exceptional and the difference in how people feel when using these supplements is clear, but the taste – which some have described as “lawn clippings” – has been a deterrent to some people. Starting today the Green Foods Corporation will once again change the face (and taste) of the category with New Green Tea Barley Essence and New Berry Barley Essence.

These new and unique products will, according to company Advertising and PR Manager Dennis Harris, “revolutionize the Green Foods category and extend the market for our supplements to a much wider audience.”

The entire line is in new specially designed plastic bottles, with attractive, upscale labels and color-coded caps to facilitate product differentiation. The award winning firm, Ascent Communications of Boulder, Colorado redesigned the entire line and the accompanying advertising campaign.

The relaunch will be introduced with a major cash promotion at Expo West. Retailers placing an order have the opportunity to walk away from the Green Foods booth with up to a thousand dollars in cash. The company will host a “Green Revolution Bash” for customers and colleagues on Saturday evening.

Green Foods Corporation cereal grass products, which are third party certified organic, also include Green Magma ; Veggie Magma ; Magma Plus ; Wheat Germ Essence; Carrot Essence; Ageless Energy and Vibrant Woman. The Green Foods Corporation was founded by Dr. Yoshihide Hagiwara, the world renowned research scientist, inventor and businessman who first recognized the nutritional value of barley essence and developed the processing methods now utilized by the entire green foods industry.

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