

For Immediate Release

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Natural Harmony Foods Announces Print Advertising Campaign for First Quarter of 2007

SoLean® Products to be Featured in Trade and Consumer Outlets

FORT LAUDERDALE, January 17, 2007 – Natural Harmony Foods, Inc. (Pink Sheets: NHYF), a producer and marketer of unique, natural protein foods, announced today that it will launch a print advertising campaign to raise brand awareness for the company's SoLean® products and encourage early trial of the company's new line of microwaveable sandwich products, which were introduced this month.

Scheduled for Q107, the ads will support continued public relations work by marketing consultants NutCom, LLC, an innovative communications company focusing exclusively on the health and nutrition sector, which Natural Harmony Foods has retained to promote SoLean® nationwide.

"Spotlighting our new sandwich line, Natural Harmony Foods' first advertising initiative of 2007 will concisely communicate the unique benefits of SoLean® foods to our primary trade and consumer audiences," said Sam Dewar, CEO and founder of Natural Harmony Foods. "We have selected trade publications that specifically target both frozen and natural food resellers, as well as several outlets focusing on diet and nutrition so that our messages resonate with consumer audiences as well."

Among the trade ads already scheduled as part of this campaign, Natural Harmony Foods has purchased a full-page, four-color ad in the January issue of *Refrigerated Frozen Foods Retailer*, the leading monthly publication targeting mainstream frozen food buyers; as well as a four-color ad in the February issue of *Natural Foods Merchandiser*, which reaches more than 15,000 buyers of natural and organic foods every month.

The consumer portion of the campaign includes a four-color ad in the February issue of *Delicious Living*, which is carried by more than 1,300 natural products stores nationwide and boasts a readership of more than 1 million; a four-color ad in the February issue of *Better Nutrition*, one of the leading consumer magazines in the natural products industry; and a four-color ad in the January/February issue of *Today's Diet and Nutrition*, a leading total wellness magazine with a readership of more than 750,000.

Natural Harmony Foods' SoLean® brand products combine the taste and nutrition of real, natural meat – raised without growth-promoting hormones and fed an all-vegetable diet – with heart-healthy soy protein. SoLean® products are low in fat, saturated fat, calories and cholesterol, yet since meat is the first ingredient, they deliver a meaty taste and texture absent in soy-based foods.

At present, the full SoLean® line consists of SoLean® Flame Broiled Beef Patties and SoLean® Breakfast Pork Patties, as well as the newly unveiled SoLean® Breakfast Muffin and SoLean® Cheeseburger. SoLean® brand products currently are available in freezer cases at nearly 1,200 supermarket locations nationwide. Natural Harmony Foods will launch three to five additional SoLean® sandwich products – all with less than 300 calories, seven grams of fat or less, and made with no artificial ingredients – within the next year.

About Natural Harmony Foods

Natural Harmony Foods, Inc. (Pink Sheets: [NHYE](#)) is an innovative food company dedicated to producing healthy, flavorful, convenient foods that fit the lifestyles of individuals looking to make better, health conscious diet choices without sacrificing taste. For more information about Natural Harmony Foods, SoLean® products, and helpful Internet links, please visit www.naturalharmonyfoods.com. NHYF Shareholders are encouraged to register on the “Investor Relations” page to receive ongoing Natural Harmony Foods news updates, and/or search “NHYF” on www.pinksheets.com for current financial information on the company.

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SOURCE: Natural Harmony Foods, Inc. (Pink Sheets: [NHYE](#))