

Natural Harmony Foods, Inc.

2881 East Oakland Park Blvd. • Fort Lauderdale, FL 33306 • Tel: 954-315-1760 • Fax: 954-315-1761 • www.naturalharmonyfoods.com

Makers of



Dear Editor,

You may have heard the recent news about a new technology from Solae®, which allows for the tasty combination of real meat and soy protein. This “hybrid” burger is now available to consumers.

I would like to introduce you to the hybrid SoLean® Beef and Pork Sausage Patties by Natural Harmony Foods. The first of its kind, SoLean combines 90% lean, all natural meat with high quality, Solae soy protein to create delicious beef and sausage patties. Without having to sacrifice taste or texture, as you would with an all-soy or veggie product, SoLean delivers a product that is 75-85% lower in fat and saturated fat and over 60% less cholesterol than the typical hamburger or sausage.

Since meat is the first ingredient, SoLean is able to deliver the taste and texture you'd expect in a hamburger or sausage. Additionally, the meat in SoLean products is all natural, meaning that the animals are raised on vegetarian diets without growth-promoting hormones or antibiotics. The Solae soy protein is high quality without the typical soy aftertaste. So, you get a great tasting meat product rich in iron, B vitamins and heart healthy nutrients, naturally found in soy. Consumers can enjoy their meat and feel assured that they are doing something good for their health.

As a dietitian, I am constantly looking for healthy alternatives that people can actually live with. I know that people have a hard time giving up sausage in the morning and their favorite hamburgers. These are all-American foods that people enjoy. And let's face it, a veggie or soy burger does not compare to the taste, aroma and texture of real meat. With SoLean patties, unless someone told you, you would be surprised you were eating anything but 100% meat.

I am happy to introduce this remarkable product to you and your readers. SoLean Beef and Pork Sausage Patties can be found in the freezer section of Publix, Ingles, Price Chopper and Kroger, and will soon be in Wild Oats and Whole Foods. You can visit www.naturalharmonyfoods.com for more information.

Sincerely,

A handwritten signature in black ink that reads "mBearden".

Monica Bearden, RD
NutCom, LLC

FOR IMMEDIATE RELEASE

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COMPANY LAUNCHES FIRST-OF-ITS-KIND BEEF AND PORK PATTIES THAT COMBINE DELICIOUS REAL MEAT WITH HEART-HEALTHY SOY PROTEIN

**Natural Harmony Food's SoLean® Beef and Pork Patties Have the Nutrition of a
Veggie Burger but the Taste and Texture You Expect From a Hamburger or Sausage**

Fort Lauderdale, Sept 22, 2006 – For the millions of Americans concerned about their health and their waistline but unwilling to sacrifice taste, life has just gotten tastier, healthier and easier. Natural Harmony Foods, NHYF, a company dedicated to making innovative food products that taste great and are easy to prepare, is launching SoLean Beef and Pork Patties, which combine 90% lean meat with heart-healthy Solae® soy protein. Once upon a time, following a heart-healthy diet meant giving up the foods you love like delicious, juicy hamburgers and pork sausage because they were full of saturated fat and cholesterol. Not anymore. With real, all natural meat as the first ingredient, SoLean tastes just like a regular hamburger or sausage but has 75-85% less fat and saturated fat and 60% less cholesterol. The added high-quality, Solae soy protein creates a healthier alternative to an all-meat patty and is rich in iron and B-vitamins. Consumers can now eat their meat and take care of themselves with SoLean.

Natural Harmony Foods' line of SoLean Extra-Lean meat products can be found in the frozen food section of Publix, Ingles, Price Chopper and Kroger – soon to be available in Whole Foods and Wild Oats.

As the 78 million Baby Boomers and even the 46 million Gen Xers in the U.S. age, so does the need for easy lifestyle changes to keep them healthy. In fact, 84% of Boomers believe a good diet and better nutrition will help manage their health (Food Marketing Institute). However, as evidenced by the many "better-for-you" foods that have come and gone, they are not willing to eat foods that don't deliver the taste or texture they expect. When consumers choose SoLean healthy meats, a unique combination of real meat and soy protein, their taste buds won't know the difference but their body and heart will.

Rest assured, the all-natural meat in SoLean products comes from animals raised on a vegetarian diet with no growth-promoting hormones or antibiotics. Now, with SoLean meat products, Americans can eat the great tasting food they want while taking care of themselves.

Natural Harmony Foods, NHYF is dedicated to making more healthful, innovative food products that taste great and are easy to prepare. Natural Harmony Foods supports organizations such as the American Dietetic Association and the Florida Dietetic Association, who provide information and education to our consumers. We invite consumer feedback through our website at www.naturalharmonyfoods.com.

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A great tasting blend of real meat and soy protein

Ingredients: Beef, water, soy protein isolate, soy protein concentrate, seasoning (maltodextrin, food starch modified, yeast extract, corn flour, butter fat, grill flavor (from soybean oil), sesame oil, salt, onion powder, dehydrated soy sauce (soybeans, wheat, salt, dextrin), garlic powder, dextrose, spice, toasted sesame oil, caramel color, natural smoke flavor. **Contains:** Milk, soy, wheat.

1 Patty Per Serving	
4 Servings Per Pkg	
Calories	90
Total Fat	3g
Net Carbs	1g
Trans Fat	0g
Protein	14g

All SoLean meat comes from animals raised on a vegetarian diet with no growth promoting hormones or antibiotics.

Flame Broiled SoLean® Beef Patties combine 90% lean, all natural beef with heart healthy Solae® Soy Protein for a delicious and nutritious burger. With 75% less fat, 83% less saturated fat and 60% less cholesterol than a regular (75/25) ground beef hamburger, people can feel good about choosing a SoLean Beef Patty. Additionally SoLean Beef Patties have 14 grams of protein versus the Gardenburger Original with 6 grams of protein.



SoLean® Beef Patty Per 71 grams cooked
75% less fat than regular ground beef. (75/25)

	SoLean® Patties	Ground Beef Round/Sirloin	Lean Ground Turkey	Gardenburger Original
Calories	90	185	129	110
Total Fat	3.0g	13g	6.0g	3g
Saturated Fat	1.0g	6.0g	1.5g	1.5g
Cholesterol (mg)	20	55	55	20
Total Protein	14g	15g	17g	6g
Heart-Healthy* Soy Protein	6.5g	0g	0g	5g
Net Carbohydrates	1	0	0	13

*According to the FDA, 25 grams of soy protein a day as part of a diet low in fat and cholesterol may reduce the risk of heart disease. One SoLean® Beef Patty has 6.25 grams of soy protein.



A great tasting blend of real meat and soy protein

Ingredients: Pork, water, soy protein concentrate, soy protein isolate. Contains 2% or less of salt, spices, sugar, potassium chloride and caramel color. **Allergens:** Contains soy.

All SoLean meat comes from animals raised on a vegetarian diet with no growth-promoting hormones or antibiotics.

Serving 1 Patty, 57g 6 Servings Per Pkg	
Calories	70
Total Fat	2.5g
Carbs	2g
Trans Fat	0g
Protein	11g

SoLean® Pork Breakfast Patty is a tasty and healthy alternative to the typical breakfast sausage. Since all natural pork is the first ingredient, SoLean has the taste and texture expected in a breakfast sausage. The unique difference is the added Solae® soy protein, which contributes heart healthy soy nutrients, and keeps the fat, saturated fat and cholesterol much lower than a regular sausage. In fact, SoLean Pork Breakfast Patties have 85% less fat, 80% less saturated fat, 65% less cholesterol and 55% less sodium than other leading breakfast sausages.



SoLean® Pork Breakfast Patty Per 57 grams cooked
85% less fat than the leading precooked sausage.

	SoLean® Pork Breakfast Patties	Armour Brown Serve Sausage	Jimmy Dean Fresh Taste Original
Calories	70	200	220
Calories from Fat	25	165	175
Total Fat	2.5	18g	20g
Saturated Fat	1g	6g	7.5g
Cholesterol (mg)	15	45	50
Total Protein	11g	6g	9g
Sodium (mg)	200	475	435

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COMING SOON

SoLean® Cheeseburgers

SoLean Flame Broiled Cheeseburgers combine 90% lean, juicy beef with heart healthy Solae® Soy Protein and reduced fat cheese on a whole wheat bun for a delicious and nutritious cheeseburger. The SoLean Cheeseburger is a full sized burger with only 275 calories, 7 grams of fat and 25 grams of cholesterol, plus 5 grams of fiber and 23 grams of

protein. Compared to other cheeseburgers, SoLean provides a larger sandwich with more than 40% less fat, 60% less saturated fat and more than 30% less cholesterol than a typical cheeseburger*.

**comparison based on McDonald's and Burger King cheeseburgers*

All SoLean meat comes from animals raised on a vegetarian diet with no growth promoting hormones or antibiotics.

SoLean® Cheeseburgers	
Product Weight	5.0 oz. (156g)
Calories	275
Fat	7.0
Saturated Fat	2.25
Trans Fat	0
Cholesterol (mg)	25
Sodium (mg)	610
Carbohydrates	25
Dietary Fiber	5.0
Protein	23g



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