



The National Food Laboratory, Inc.

(The NFL)

**THE NATIONAL FOOD LABORATORY DELIVERS
WINNING MENU OF CREATIVE AND TECHNICAL SERVICES
GMA/FPA MERGER BRINGS BROADER REACH AND OPPORTUNITY TO THE FOOD AND BEVERAGE
INDUSTRY'S LEADING PRODUCT DEVELOPMENT AND SCIENTIFIC SERVICES GROUP**

DUBLIN, CALIFORNIA, February 5, 2007: The National Food Laboratory, Inc. (The NFL), an independent affiliate of the Food Products Association (FPA), enters into a new phase of growth this month following the FPA merger with the Grocery Manufacturers Association (GMA). Under the combined GMA/FPA umbrella, The NFL becomes part of the nation's largest and most influential trade association serving the food, beverage and consumer packaged goods industry.

"The merger of our parent company with GMA provides unprecedented opportunity for the food industry to tap into a creative, fast-moving product commercialization firm," said The NFL's President and CEO, Kevin Buck. "Our mission is to deliver successful new strategies and value-added products, to execute those strategies quickly, and to support our clients' products through their lifecycle with cost-effective and practical technical support," he said. "Tying successful innovation with speed to market is imperative in the food business today, and that's what The NFL does best, as witnessed by our profitable double-digit annual growth."

Established in 1976, The NFL's integrated menu of services includes new product strategy and concept development, product innovation and commercialization, sensory evaluation, consumer research, food safety, quality assurance and analytical testing. From its initial roots as the food industry's principle scientific testing and research organization, The NFL is now also widely recognized as a leader in new product strategy, ideation, development and marketing.

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The NFL's track record in innovation and successful commercialization dates back to the 1970s and the company's creation of Magic Shell®, a dessert treat still marketed today by The J.M. Smucker Company. Over the last 30 years, The NFL has contributed to the successful launch of hundreds of new product advancements, including Dole Food Company's DOLE Fruit Bowls in Gel, a leadership product that generates some \$300 million in sales each year. The NFL also recently assisted long-time client Quaker in the creative product and process development of Rice-A-Roni Express™, a popular new shelf-stable and microwaveable rice product representing the next generation of the original San Francisco Treat®.

The NFL's product and process technology strengths were behind the recent launch of Bumble Bee® Foods' Prime Fillet™ Chicken Breast entrees, a novel new product that strengthens the company's unique protein-with-convenience strategy. The NFL's quality assurance and sensory techniques help a number of quick service restaurants deliver consistent food quality and freshness at locations nationwide. And, The NFL is often called upon for its expertise in food safety, developing techniques that prevent the growth of potential food pathogens, and extending shelf-life through solid product formulation that prevents unwanted spoilage.

Headquartered in Northern California midway between San Francisco and the Napa Valley, The NFL will be showcasing its integrated menu of services to the food and beverage industry, as well as to GMA/FPA member companies, through participation at a number of industry trade shows in 2007, including the Research Chefs Association in New Orleans March 8-11, and the Institute of Food Technologists (IFT) in Chicago July 28-31. For more information on The NFL's services and events, please visit www.TheNFL.com.

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