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NO LACTOSE...NO WORRIES – GREEN VALLEY ORGANICS INTRODUCES LACTOSE FREE REAL DAIRY YOGURT AND KEFIR

Whole Foods Market® is first to offer new lactose free products to millions of lactose intolerant Americans

Sebastopol, CA, June 28, 2010 – As anyone who suffers from lactose intolerance can attest – and it's estimated that more than one in 10 people do – all dairy products are a big "don't." That is until now. With the national launch of Green Valley Organics® lactose free at Whole Foods Market this summer, millions of Americans who suffer from lactose intolerance will enjoy their first real dairy yogurt and kefir options. In addition to being organic, certified humane, low fat, kosher, GMO and gluten free, Green Valley Organics is also the only dairy brand to offer Flourish™ – a custom blend of 10 live active probiotic cultures that promotes optimal digestive and immune system health (eight more cultures than the USDA's yogurt requirement of two).

Green Valley Organics blends the best quality fruits and ingredients into its creamy smooth and naturally sweet yogurts and kefirs. And because Green Valley Organics yogurts and kefirs contain no lactose, they are significantly lower in sugar as well – good news for diabetics or anyone watching their sugar intake. A six-oz. cup of Green Valley plain yogurt contains four grams of sugar compared to 11 grams found in other plain yogurts, while Green Valley Blueberry yogurt has 16 grams of sugar compared to 29 grams found in some other fruit yogurts.

Yogurt flavors include Plain, Vanilla, Blueberry, Strawberry and Honey. A 6-oz. cup of yogurt is about \$1.39 - \$1.59; a 24-oz. container is offered in Plain or Honey for about \$3.99. Kefir is available in Traditional Plain and Blueberry Pomegranate Acai for about \$3.89 - \$4.49 for a 32-oz. bottle.

"Green Valley Organics is one the most exciting initiatives we've ever launched in yogurt and kefir," said Errol Schweizer, senior global grocery coordinator for Whole Foods Market. "We are looking forward to offering our customers a delicious organic product that is also lactose free."

Visit GreenValleyLactoseFree.com for tips on identifying and living with lactose intolerance, and to learn more about the company's wholesome products and earth-friendly business practices.

Furthering its commitment to promoting digestive health and with the same dedication to product excellence, in August 2010 Redwood Hill introduced Green Valley Organics™ Lactose Free yogurt and kefir, the first lactose free real cow dairy yogurts and kefirs to be available nationwide. Green Valley Organics was created so that millions of lactose intolerant Americans can enjoy the health benefits and delicious taste of real cow dairy without experiencing tummy trouble. Visit GreenValleyLactoseFree.com for tips on living with lactose intolerance.

Redwood Hill and Green Valley Organics are brands consumers can trust. Redwood Hill Farm is the first goat dairy in the United States qualified to use the Humane Farm Animal Care's (HFAC) Certified Humane Raised and Handled® label and all Green Valley Organics lactose free products also carry the

Certified Humane Raised and Handled[®] label, which is considered the gold standard in third-party certification for humane animal treatment. Dedicated to protecting the environment and green open spaces, the brands proudly support the Climate Protection Campaign, Sonoma Land Trust and Sonoma Land Paths. Visit RedwoodHill.com and GreenValleyLactoseFree.com to learn more about their wholesome products and earth-friendly business practices, including the recent installation of a new solar energy system.

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