



Luna & Larry's
Coconut Bliss®
The Evolution of Ice Cream...

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News Release

For Immediate Release

Luna & Larry's Coconut Bliss® Products Earn Non-GMO Project Verification

Eugene, OR, October 13, 2010 – Luna & Larry's Coconut Bliss® today announced that all of Coconut Bliss®' products are now fully verified by the Non-GMO Project. Since 2005, when the company invented the category with its initial line of organic coconut milk-based, non-dairy frozen dessert, it has been dedicated to using ingredients that are not derived from genetically modified organisms (GMO). Coconut Bliss®' award-winning pints and bars are sold throughout the United States and Canada.

Doug Furlong, COO of the company, said, "Our customers can enjoy our GMO-free, organic, vegan Coconut Bliss® products with peace of mind, knowing they have the information they need to make a fully informed choice about our products."

All Coconut Bliss® products have been rigorously tested and fully verified as compliant with the Non-GMO Project Standard. Launched in 2008, the Non-GMO Project is a non-profit organization created in response to consumer demand for clearly labeled and independently verified non-GMO choices.

The Non-GMO Project's Product Verification Program is the nation's first and only system designed to test whether a product has met defined standards for the presence of GMOs (genetically modified organisms, which have been created through the gene-splicing techniques of biotechnology, or genetic engineering). These vigorous standards provide third-party verification that the best practices of GMO avoidance are in use and include strict and comprehensive traceability, segregation and testing requirements.

Coconut Bliss® products are now listed on the Non-GMO Project's website, www.nongmoproject.org, on the Search Participating Products page, as well as on the Non-GMO

Project's printable PDF and iPhone application shopping guides for consumers. To support health-conscious consumers in their food selection, Coconut Bliss® products will display the Non-GMO Project Verified symbol on their packaging in the future.

About Bliss Unlimited

Bliss Unlimited, LLC was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy or sugar. As a healthy whole food, consciously prepared from nutritious and beneficial ingredients, Coconut Bliss® is the evolution of ice cream. USDA-certified organic and 100 percent vegan, Coconut Bliss® is based on naturally rich, cholesterol-free coconut milk packed with lauric acid and medium-chain triglycerides (MCTs) and agave syrup, a natural low-glycemic sweetener. The company values ecological and social sustainability, and strives to use the highest quality and most ethically produced organic ingredients it can find. The company is privately owned and based in Eugene, Oregon, and has been operating since winter 2005. More information about Coconut Bliss® products and a complete store list can be found on their website at www.coconutbliss.com.

About the Non-GMO Project

The Non-GMO Project is a non-profit, multi-stakeholder collaboration committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. More information can be found at www.nongmoproject.org, and at www.facebook.com/nongmoproject.

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