



PIERRE'S ICE CREAM COMPANY
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STANDING OVATION for PIERRE'S NEW INNOVATION! **YOINATION™ TO HIT STORE SHELVES IN JANUARY**

Cleveland, OH – January 9, 2009 – Pierre's Ice Cream Company, makers of ¡Hola Fruta!® All Natural Pure Fruit Sherbet, is launching another innovation called Yovation™.

Yovation™ is a new premium, probiotic frozen yogurt which was inspired by the growing consumer interest and popularity of probiotic products and the recognition by the medical community of the benefits of probiotics. Yovation™ is available for distribution beginning this month, in six delicious flavors. The product is packaged in retail quart containers.

The Yovation™ formulation starts with traditional, live and active yogurt cultures and then adds a probiotic culture, GanedenBC³⁰ (*Bacillus coagulans GBI-30, 6086*). GanedenBC³⁰ overcomes the shortcomings of other commonly used probiotics in that it easily withstands industrial food manufacturing, extreme temperatures, and product shelf life. Other probiotic cultures are highly sensitive to these demands.

"Consumers want to know that when they are choosing a probiotic food product, there are enough live cells and that those cells are going to provide benefits. GanedenBC³⁰ is superior to other probiotics not only in terms of its survivability before it is consumed, but also in that it can survive and thrive where it can do the most good once in the body", commented Ganeden CEO, Andy Lefkowitz.



Creating Yovation™ has been an exciting encore for the development team at Pierre's. It comes on the heels of a successful launch in 2007, of ¡Hola Fruta!®, a super-premium sherbet. Inspired by the goodness of antioxidant rich fruits, ¡Hola Fruta!® (*pronounced õ' la froo' ta*) offers a variety of highly innovative and exotic flavors to the traditional sherbet category, including the first ever pomegranate sherbet. ¡Hola Fruta!® is sold in nearly 5,000 stores across the country.

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“¡Hola Fruta!® has been an exciting, fun, and refreshing addition to the frozen dessert category. Our company expects Yovation™ to be a big hit as well,” stated Pierre’s Director of Marketing, Laura Hindulak.

Yovation™ debuts six flavors: Cookie Fudge Crunch, Double Fudge Brownie, Toasted Almond, Vanilla Bean, Vanilla Honey Granola, and Vanilla with ¡Hola Fruta!® Pomegranate & Blueberry Sherbet.

Yovation™ provides the intrinsic benefits people want in frozen yogurt along with added probiotic benefits usually found only in refrigerated dairy yogurts – all with the great taste people expect. The refrigerated dairy yogurt category has received a tremendous boost from the new probiotic products introduced over the past few years. Consumers are now much more aware of the benefits of probiotics and are looking for other ways of getting them into the daily diet. Yovation™ is positioned to fill that role.

Just as ¡Hola Fruta!® invigorated the sherbet category in 2007, Yovation™ is also expected to expand the frozen dessert business in supermarkets. Yovation™ is packaged in full color, paper quart containers with eye-catching graphics and tantalizing scoop images.

A quart container of Yovation™ is expected to retail around \$4.79-\$4.99 and is certified Kosher (OU-D) by the Orthodox Union.

Pierre’s Yovation™ joins the over 235 Pierre’s products and flavors. The company is privately owned and operated with its headquarter office and production plant in Cleveland, Ohio. Known for its high quality standards and outstanding service, Pierre’s Ice Cream Company is a leader in the production and distribution of premium ice creams, frozen yogurt, sherbet, sorbet, and frozen novelties for over 75 Years.

For more information about Pierre’s, visit www.pierres.com. And, visit www.MyYovation.com for information about Pierre’s great, new product line.

For more information on GanedenBC³⁰, visit www.ganedenlabs.com.

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