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RED MANGO INTRODUCES THE FIRST PROBIOTIC ICED TEA JULY 27

Includes New and Exclusive Probiotic GanedenBC³⁰, in Its All Natural Frozen Yogurt

DALLAS (July 22, 2009) - Red Mango, the fastest-growing retailer of authentic nonfat frozen yogurt, today announced it will become the first retailer to offer made-to-order iced teas fortified with probiotics. Three proprietary flavors, all incorporating GanedenBC³⁰, a patented strain of probiotic shown to help support the immune system and regulate the digestive system, are available in participating Red Mango stores beginning July 27. Additionally, Red Mango's Original, Pomegranate by POM Wonderful® and Tangomonium™ authentic frozen yogurt sold throughout New York will now include GanedenBC³⁰ through an exclusive agreement. By September, all other Red Mango stores will have frozen yogurt with GanedenBC³⁰.

Lemonocity™ (Lemonade Green Tea), Mysteaque™ (Vanilla Black Tea) and Fanteasia™ (Wildberry Hibiscus Tea) iced teas are each uniquely delicious, low-calorie, sweetened with pure cane sugar and contain a significant amount of probiotics, or good bacteria. Since its inception, Red Mango has focused on educating its customers about the advantages of authentic frozen yogurt and the probiotics Red Mango contains.

"Red Mango provides easy and delicious ways to be healthy," said Dan Kim, Red Mango's founder, president and chief executive officer. "Our new iced teas have both the benefits of antioxidants and probiotics, and our frozen yogurt became even healthier with the addition of GanedenBC³⁰."

GanedenBC³⁰ provides additional health benefits because of its excellent stability, which helps it survive better through the digestive system. Scientists now recognize that 70 percent of our immune system is actually living in the digestive tract, which emphasizes the importance of digestive health.

"Red Mango is redefining a healthy treat. Their nonfat frozen yogurt, already naturally rich in probiotics is now fortified with the GanedenBC³⁰ strain. It's a delicious all-natural treat that is good for you," stated Dr. Steven Pratt, the physician who revolutionized the superfoods movement and author of bestselling "SuperFoodsRx" and the recently published "SuperHealth: 6 Simple Steps, 6 Easy Weeks, 1 Longer, Healthier Life."

Red Mango frozen yogurt is 100 percent natural, made in the ways real yogurt is made, and offers a deliciously authentic yogurt flavor. It contains significant amounts of live and active cultures that are beneficial to one's health, has no fat, is gluten-free and contains no preservatives or artificial ingredients.

In 2007, Red Mango became the first natural frozen yogurt concept in the U.S. to be certified by the National Yogurt Association's Live and Active Culture seal program, which confirms that Red Mango meets or exceeds the criteria for healthy frozen yogurt.

About Red Mango:

Founded in 2002 in South Korea, Red Mango opened its first U.S. store in July 2007 in Los Angeles and has since celebrated more than 50 store openings across California, New York, Washington, Illinois, Hawaii, New Jersey, Nevada, Utah, Indiana, Arizona and Texas. Red Mango received *Nation's Restaurant News'* 2009 "Hot Concepts!" award and has been named the best frozen yogurt in Seattle, Las Vegas, Chicago, Utah and New York by independent publications. Headquartered in Dallas, Red Mango serves uniquely delicious frozen yogurt that is all-natural, nonfat, gluten-free and packed with beneficial live and active probiotic cultures. Red Mango's frozen yogurt has been certified by the National Yogurt Association's Live and Active Culture Seal for meeting the required criteria for healthy frozen yogurt. Red Mango is a portfolio company of CIC Partners, also headquartered in Dallas, one of the premier mid-market private equity firms in the nation. For more information about Red Mango, please visit www.redmangousa.com. For franchising information, please visit www.redmangofranchising.com or call 214-871-6865.

About Ganeden Biotech:

Founded in 1997, Ganeden Biotech, Inc. is based in Cleveland, Ohio and is the largest seller of over-the-counter probiotics in the U.S. through its [Digestive Advantage](#)[®] and [Sustenex](#)[™] brands. It also licenses its patented probiotic bacteria, GanedenBC³⁰, for use in commercial food and beverage applications, medical foods, nutraceuticals and in animal health industries. GanedenBC³⁰ is self-affirmed GRAS (Generally Recognized As Safe) by an

independent panel of experts assembled to assess its safety in use as a food ingredient. For information about GanedenBC³⁰, visit www.ganedenbc30.com and for licensing information, visit www.ganedenlabs.com.

About Steven Pratt, M.D.

Steven Pratt, M.D. is the author of "SuperHealth" and the bestselling "SuperFoodsRx" books and is the scientific brain behind the growing *SuperFoodsRx* brand. He is a nationally recognized medical authority on diet, lifestyle and longevity science. In scientific forums around the world, Dr. Pratt has lectured on diet and its relation to chronic disease. He is a senior member of the medical staff at Scripps Memorial Hospital in La Jolla, California.

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