



AUGUST 19, 2009

COMPANY ANNOUNCEMENT

Canada's #1 Nut Manufacturer Introduces A "Revolutionary" New Program To Take The Planters^{®/MD} Brand Beyond The Realm Of Traditional Retail

Planters^{®/MD} Canada and Johnvince Foods Distribution LP. announced today their support and sponsorship of The Revolution 650[™] Distributorship Program offering individual entrepreneurs across Canada the chance to purchase and operate their own localized vending route featuring Planters^{®/MD} brand products.

"The new wall mounted Revolution 650[™] Vendor provides the perfect vehicle for Planters^{®/MD} to expand it's reach beyond the retail shelves and go directly into locations where incremental impulse sales can be made" says Don Lock, Vice President of Sales and Marketing for Planters^{®/MD} Canada. In addition to the thousand of obvious potential bar locations across Canada, the company also sees a large opportunity to reach consumers in places where they visit and wait everyday with a healthier alternative to sugary treats.

The Revolution 650[™] vendor is manufactured entirely in Canada by Revolution Food Technologies Inc. of Hawkestone, Ontario. The vendor has been designed with a combination of multiple gaskets and a moisture absorption system to insure consumers consistently receive the fresh and delicious product they expect when they purchase Planters^{®/MD} brand nuts.

Revolution Food Technologies Inc. will commence the selection of distributors for the program starting in the fall of 2009 with a twelve week seminar campaign covering cities from Victoria, British Columbia to Sudbury, Ontario. The company expects to appoint over 500 distributors across Canada and place more than 15,000 Planters^{®/MD} branded machines on location during a two year recruitment campaign. A limited number of distributors will be selected for each city based on their qualifications to run the business and motivation to provide exceptional service to locations.

For more information and a complete list of seminar dates visit:
www.csbdg.com or www.revolution650.com

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If you would like more information on The Revolution 650[™] Distributorship Program or The Revolution 650[™] vendor, please contact: info@revolution650.com