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**Rudi's Organic Bakery Unveils New Brand and Packaging at
Natural Products Expo West**

Company also announces upcoming launch of Rudi's Gluten Free Bakery

Boulder, Colo. – (March 12, 2010) – Rudi's Organic Bakery, Inc., the nation's largest certified-organic bread brand, today unveiled its new brand identity and packaging at the annual Natural Products Expo West in Anaheim, Calif. Following extensive research, Rudi's Organic redesigned its brand and packaging to better reflect the brand's optimistic outlook, vibrant energy, passion for healthy living and dedicated commitment to baking breads using simple, organic ingredients moms feel good about. The new look features bright colors, callouts to organic ingredients and eye catching graphics, and will help the brand stand out in the bread aisle, which consumers now perceive as a "sea of sameness."

"We've learned that the Rudi's Organic Bakery customer, who is highly educated and looking for nutritious options for her family, sees our products as being very different than the rest of the what's available in the bread aisle because of our commitment to baking bread on the bright side using simple and organic ingredients," said Doug Radi, vice president of marketing at Rudi's Organic Bakery. "We've revitalized our brand so it reflects our long heritage of doing the right thing. At the heart of it all, we believe good health leads to happiness, and we've changed our packaging and communications to reflect a bright and optimistic future."

Founded in Boulder, Colo., in 1976, Rudi's Organic Bakery is the only nationally available brand offering a full line of certified organic bread and baked goods. Rudi's Organic has a passion for baking better bread in small batches using craft baking techniques which yield rich flavors and textures the whole family can enjoy. Since 1991, the company has focused on using organic ingredients; its full line of organic breads and baked goods contain no artificial ingredients, preservatives, high fructose corn syrup or trans-fat. Instead, the breads and baked goods are lightly sweetened naturally with organic cane juice or organic brown sugar.

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In addition to the new Rudi's Organic Bakery brand being launched through packaging, the new look also will come to life through store-level communication and merchandising, a redesigned Web site (www.rudisorganicbakery.com), social media platforms, a mobile marketing vehicle, and more. The new Rudi's Organic Bakery brand will hit retailers nationwide this summer. Boulder-based Sterling Rice Group led the brand strategy and design development for the brand relaunch.

Rudi's Announces Launch of Rudi's Gluten Free Bakery

Also at Natural Products Expo West, Rudi's Organic Bakery today announced it would launch Rudi's Gluten Free Bakery, further leveraging the company's long-standing heritage of baking better, great-tasting breads for everyone to enjoy. The new line will include an original sandwich bread, multigrain bread and cinnamon raisin bread, and will be nationally available starting in July 1, 2010.

"We've been passionate about baking better breads for families for more than 30 years and the launch of a gluten-free line is the perfect extension of our commitment to offering customers the opportunity to truly enjoy bread," said Radi. "Our master bakers have worked with experts in the gluten-free industry to make sure customers with celiac disease and gluten intolerances can once again take pleasure in eating a product that has the same great taste, texture and appearance of regular sandwich bread."

To further demonstrate its commitment to giving the gift of bread back to those with celiac disease and gluten intolerances, Rudi's Gluten Free Bakery has created partnerships with local and national Celiac groups through which it will provide regional and national support to various educational initiatives, events and support groups. In addition, the company has invited various gluten-free experts to provide feedback on the product development and manufacturing of the new line.

Retailers can learn more about the new brand launch, as well as sample breads from Rudi's Gluten Free Bakery, by visiting the Rudi's Organic booth #2520 in Hall C at the Anaheim Convention Center March 12-14, 2010 during the annual Natural Products Expo West.

About Rudi's Organic Bakery, Inc.

Rudi's Organic Bakery, Inc., founded and headquartered in Boulder, Colo., is the nation's largest brand of USDA certified organic breads. Rudi's Organic Bakery has a long history of baking bread a better and brighter way, by using simple organic ingredients that contain no artificial ingredients, preservatives, high fructose corn syrup or trans-fat. Since 2005, Rudi's Organic has been a part of Charter Baking Company,

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Inc., a portfolio company of Charterhouse Group, Inc. Rudi's Organic is a premier organic brand with distribution throughout the U.S. in both natural foods stores and mainstream supermarkets. Founded in 1976, Rudi's Organic offers small batch organic artisan breads, sliced sandwich breads, wide pan sandwich breads, hamburger and hot dog buns, wraps and a popular line of organic spelt breads, buns and tortillas. For more information about Rudi's Organic Bakery, visit www.rduisorganicbakery.com.

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