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MEDIA CONTACTS:

Doug Radi
Rudi's Organic Bakery
720-974-4687 (direct)
720-339-1639 (mobile)
dradi@rudisbakery.com

Elexis Mariash
Linhart Public Relations
303-951-2557 (direct)
720-352-3961 (mobile)
emariash@linhartpr.com

New Rudi's Gluten-Free Bakery Launches Healthy and All-Natural Line of Gluten-Free Breads Baked on the Bright Side

Nationally available line of gluten-free breads has the same taste, texture and appearance of regular breads giving those with celiac disease and gluten-intolerances the gift of bread

Boulder, Colo. – (April 12, 2010) – Rudi's Gluten-Free Bakery, launched by Rudi's Organic Bakery, is making life brighter for all families that suffer from celiac disease or gluten intolerances by giving everyone the opportunity to enjoy bread. The company announced today it has launched a nationally available line of all natural gluten-free breads that have the same look, taste and texture as regular breads. Rudi's Gluten-Free Bakery is giving the gift of bread back to families with dietary restrictions through convenient and healthy, ready-to-enjoy breads that do not have to be baked at home.

Rudi's Organic Bakery was founded on the idea that there is a better, brighter way to make bread, leading the company to become a pioneer in the bread industry. From its founding in 1976, Rudi's Organic has baked bread without the use of artificial chemicals or preservatives, and nearly 20 years ago started using all organic ingredients in its breads and baked goods. Today, Rudi's Organic is leveraging this heritage to create a line of gluten-free breads made with only the highest quality, wholesome, and all-natural and organic ingredients.

"We've been passionate about baking better breads for families for more than 30 years and the launch of Rudi's Gluten-Free Bakery is a natural extension of our commitment to baking on the bright side by creating healthy and wholesome breads the whole family can enjoy," said Doug Radi, vice president of marketing for Rudi's Organic Bakery. "Our master bakers 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 tasty and healthy breads."

As part of its commitment to doing the right thing, Rudi's Organic enthusiastically gives back to the communities it serves. 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 will actively support national celiac associations such as the National Foundation for Celiac Awareness (NFCFA) and the Gluten Intolerance Group of North America (GIG). Through these partnerships, Rudi's Gluten-Free Bakery hopes to elevate the level of education and awareness on celiac disease and gluten-intolerances through local and national initiatives that drive toward a hope for a better, brighter future.

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Rudi's Gluten-Free Bakery Announces New Line of Gluten-Free Breads/Pg. 2

“Rudi’s Gluten-Free Bakery has achieved something amazing – they are giving the gift of great-tasting bread back to people who have not had it in years – or ever,” said Alice Bast, president and founder of NFCA. “NFCA seeks to improve quality of life for those with celiac disease and gluten intolerance, and we look forward to working with Rudi’s to further this mission through the introduction of superior gluten-free breads, and through inspiring education and awareness programs.”

Further demonstrating its commitment to this initiative, Rudi’s worked closely with experts from the gluten-free industry to ensure that the utmost care goes into the production of these breads, in particular, making sure the breads are safe and do not contain gluten. Based on this work, Rudi’s Gluten-Free Bakery breads are certified gluten-free and carry the Gluten-Free Certification Organization’s (GFCO) recognizable GF symbol. Rudi’s Gluten-Free Bakery Breads are baked on separate, dedicated equipment and on separate production days, and only after the baking facility has gone through an extensive clean-out process. As part of its GFCO certification, every batch of Rudi’s gluten-free bread is tested and must test below <10 ppm of gluten for distribution.

Rudi’s Gluten-Free Bakery Sandwich Breads are loaded with goodness; each variety is made using only the highest quality, wholesome, all-natural and organic ingredients. And, unlike many gluten-free breads on the market today, Rudi’s Gluten-Free Bakery breads contain no modified starches or gums, no artificial preservatives, and no artificial chemicals. Plus, the bread won’t crumble when used to make a sandwich. The initial line of Rudi’s Gluten-Free Bakery breads includes:

- **Gluten-Free Original Sandwich Bread (MSRP - \$5.99)** – A delicious, soft textured sandwich bread made with wholesome, high-quality natural ingredients and a touch of honey and molasses
- **Gluten-Free Multigrain Sandwich Bread (MSRP - \$5.99)** – A tasty combination of flax seeds, sunflower seeds, millet, and cornmeal provides a taste and texture the whole family will love
- **Gluten-Free Cinnamon Raisin Sandwich Bread (MSRP - \$5.99)** - The touch of sweetness in this bread makes breakfast, lunch, dinner, desserts and even late-night snacks taste great

Rudi’s Gluten-Free Bakery breads will be available nationally starting this July at natural foods stores and mainstream supermarkets, and for direct purchase at www.rudisbakery.com
For more information and to check local availability, visit rudisbakery.com.

About Rudi’s Organic Bakery, Inc.

Rudi’s Organic Bakery, Inc., founded and headquartered in Boulder, Colo., is the only nationally available brand offering a full line of certified organic bread and baked goods. 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, 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.rudisbakery.com.

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