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**HOUSE FOODS STARTS NEW YEAR
WITH THREE MAJOR ACCOUNT WINS AND NEW
PRODUCT DEVELOPMENT**

American Tofu Specialist to Launch New Products in Early 2010

Garden Grove, California, January 21, 2010—House Foods America, tofu specialists since 1983, ended 2009 on a high note with the addition of three major retail chains to its sales and distribution roster, increasing market share in the New York/New Jersey/Connecticut region from 7% to over 22% in the last two years while maintaining a steady 85% share in the greater LA area. The company is also launching new products and introducing its new So-Yah! line in the second quarter of 2010.

“Last year we expanded House Foods’ awareness amongst consumers and presence on store shelves nationwide through increased sales efforts and marketing promotions,” said Yoko Difrancia, marketing manager at House Foods America Corporation. “We are thrilled that Americans are eating more tofu as they recognize the versatility, nutritional benefits, and economic value of this super food.”

Top account wins for House Foods include:

- **Shop Rite**—locations carry all varieties of House Foods Premium Tofu, Tofu Steak, and Tofu Shirataki.
- **Food Emporium**—locations carry House Foods Grilled Tofu Steak and Tofu Shirataki in Regular and Fettuccini.
- **A&P**—stores in Pennsylvania carry House Foods Premium Firm and Extra Firm Tofu through House Foods’ participation in the state’s Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

These account wins solidified House Foods’ presence in the Northeast region in the same way 2008 saw aggressive growth for the company on the West Coast. In 2008, House Foods added **Savemart** and **Raley’s** to its roster of West Coast chains.

2010 is poised to be an equally strong year for the company. House Foods is preparing to launch **So-Yah!**, a new line of gourmet, ready-to-eat product. First So-Yah! series is Tofu Shirataki noodles in two flavors: Creamy Coconut Curry and Red Vindaloo Curry. So-Yah! Tofu Shirataki product series is an MSG and preservative free, vegetarian meal with less than 200 calories per serving that is microwavable and ready in minutes. As appreciation and awareness of tofu grows, the House Foods' So-Yah! brand will expand to include its soy product lines to meet the interest and demand of the health-conscious American consumer.

The company attributes its recent successes to the breadth of its tofu product line and competitive pricing resulting from having bicoastal manufacturing facilities which use 20.4 million pounds of soybeans annually. "Retailers are attracted to our frequent in-store promotion programs and efforts to engage with consumers," said Ms. Difrancia. "Last year alone, we held cooking events in New York and San Francisco and collaborated with acclaimed chefs such as Mai Pham of Sacramento's Lemon Grass restaurant and Craig Koketsu of New York's Park Avenue Winter."

About House Foods America

Tofu specialists since 1983, House Foods America Corporation (HFAC) is dedicated to bringing you the most affordable, highest quality and widest range of the freshest, all-natural Tofu products. House Foods America uses only non-genetically modified soybeans grown in the US and specializes in making the best original, organic, and seasoned Tofu in five firmness levels from silken to extra firm. In a taste test conducted by the San Francisco Chronicle, House Foods Tofu was rated #1 and described as "creamy," "tender" and "fresh-tasting". For more information visit www.house-foods.com