



Press Release
For Immediate Release
June 16, 2008

Purpose Foods, LLC/Sweet Fiber Joins CSA Recognition Seal Program

Purpose Foods, LLC, the makers of Sweet Fiber has recently completed the requirements to qualify for the Celiac Sprue Association's Recognition Seal Program. The use of the CSA five crossed grain Seal on packaging means the manufacturer has agreed to adhere to CSA's standards in representing their product to be free of wheat, barley, rye and oats (WBRO), their derivatives and crosses in product, processing or packaging. Sweet Fiber packaging will feature the Seal to indicate the product is appropriate for a medically prescribed celiac diet.

In order to qualify, Purpose Foods, LLC/Sweet Fiber provided CSA with their specific procedures and policies necessary to produce a product free of WBRO. CSA periodically conducts onsite inspections and engages the University of Nebraska for product testing by the Enzyme-Linked Immunosorbent Assay (ELISA) Method, sensitive to 5 ppm (parts per million) to assure continuity in the WBRO-free quality.

Sweet Fiber is an all natural, zero calorie sweetener that contains soluble fiber derived from chicory root combined with extract from monk fruit (luo han guo). Sweet Fiber can be used in cooking, baking and beverages. Packets equal to 2 teaspoons of sugar and convenient shakers are available. To learn more about Sweet Fiber visit their website www.sweetfiber.net.

Purpose Foods, LLC/Sweet Fiber joins Recognition Seal Program participating manufacturers Cali Fine Foods, Canino Sausage Company, Dakota Lakes, Domata Living Flour, Earth Source Organics, Fox Ridge Bakeries, Freeda Vitamins, Full Flavor Foods, Gluten-Free Creations, Gluten Free Essentials, Gluten Free and Fabulous, Gluten Free Mama Kitchen, Grandma Ferdon's, Heartland Ingredients, Hill's Chestnut Farm, Kookie Karma, Mixes from the Heartland, Mrs. May's Naturals, The Natural Bar and Skye Cookies. Also recognized by the Program are the books *Recognizing Celiac Disease*, and *The Gluten Free Passport* series. Restaurants participating in the program include Picazzo's Gourmet Pizzas, the Atrium Café and Anthony's Italian Chop House at the Doubletree Hotel in Oak Brook and the Peppercorn Duck Club at the Kansas City Hyatt. Website links to all participants can be found on CSA's website, www.csaceliacs.org.

Celiac disease is a genetic auto immune disease which interferes with the body's ability to absorb nutrients. Current medical research reveals that statistically 1 out of 130 individuals will test positively for celiac disease.

Once a patient is diagnosed with celiac disease, a diet free of wheat, barley, rye and oats will alleviate the symptoms, usually within weeks, and will help prevent the onset of related illnesses.

Five out of six people with celiac disease have yet to be diagnosed. Undiagnosed people will exhibit a variety of symptoms including, but not limited to, bloating, diarrhea, weight loss, mouth ulcers, fatigue or anemia. If undiagnosed, the disease can lead to serious illnesses such as osteoporosis and bowel cancer.

Current information on CSA and celiac disease is available at the CSA website, www.csaceliacs.org or by calling toll free 877-CSA-4-CSA.

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The Celiac Sprue Association (CSA) is a member-based 501(c)(3) non-profit organization dedicated to helping individuals with celiac disease and dermatitis herpetiformis worldwide through education, information and research.