

FOR IMMEDIATE RELEASE:

Eggland's Best and Award-Winning Fitness Trainer Cathe Friedrich Launch National Health and Fitness Program

"EB to the Third Power" Can Help Americans Improve their Diets, Health and Energy

Glassboro, New Jersey, USA – June 25, 2009 – Exercise pro Cathe Friedrich and Eggland's Best, America's No. 1 branded egg, today announced they are teaming up to help Americans make fitness and healthy eating an essential part of their everyday lifestyle. To highlight the connection between exercise and nutrition, the partners will debut their "EB to the Third Power" (*Exercise Better + Eat Better + Eggland's Best*) program in two exclusive "Power Hour" events in New York City.

During these "Power Hours," Cathe will demonstrate a high-energy, innovative exercise workout from her Shock Training System (STS) DVD series that can lead to better health, increased energy and practical weight management when combined with delicious and nutritious Eggland's Best egg recipes.

According to a growing body of evidence that includes more than 25 recent studies, the post-workout meal is just as important as the pre-workout diet. These studies show that the post-exercise intake of high-quality protein, such as the protein contained in EB eggs, can aid in muscle recovery. Recent research also suggests that starting the day with a protein-rich breakfast that includes eggs may help consumers feel full longer and eat less throughout the day. It may even help preserve lean muscle while dieting.

Eggland's Best eggs are a great addition to a healthy diet and weight management plan because, in addition to their containing a significant amount of high-quality protein, they are higher in Vitamin E, Omega 3 and Lutein, and lower in cholesterol and saturated fats than ordinary eggs.

"We are excited to team up with Cathe Friedrich and help Americans make fitness and healthy eating an essential part of their everyday lifestyle," said Charlie Lanktree, CEO of Eggland's Best. "Cathe has been a health and fitness innovator for over 26 years with more than 120 workout titles to her credit. We hope that combining Cathe's amazing workouts with the superior taste and nutrition of Eggland's Best eggs will be your ticket to a healthier lifestyle."

Friedrich adds, "Eggland's Best eggs are the perfect compliment to your fitness routine and your healthy lifestyle. In fact, Eggland's Best are the only eggs my family has eaten for years because they are packed with so much more nutrition and taste better than other eggs."

Consumers can find information on Cathe Friedrich, as well as delicious and nutritious new recipes from Eggland's Best, in the new Health and Fitness section of www.eggland.com and at www.cathe.com.

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