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REVOLUTION FOODS CREATES A NATURAL REVOLUTION IN THE CONVENIENT MEAL CATEGORY

*Pioneer in Natural School Meals Introduces Meal Kits
Made With Real Food, at Grocery*



OAKLAND, CA (August 14, 2013) – Revolution Foods, the company founded and run by two moms on a mission that has been igniting a healthy food movement in schools nationwide, is introducing Revolution Foods Meal Kits – a solution which will revolutionize the convenient meal category. These Meal Kits are a new and convenient way for families to eat meals that taste good and are made with natural, high-quality ingredients and no artificial colors, flavors or preservatives - whether it's at home, school or on-the-go. The Meal Kits can be found in the refrigerated section at grocery stores across the US.

“We’re bringing our expertise in creating great-tasting, good-for-you, kid-inspired natural food for hundreds of thousands of students each week to the grocery aisle to fill a void that parents and teachers have repeatedly voiced: the need for on-the-go meals that taste great without artificial colors, flavors or preservatives,” said Kristin Groos Richmond, cofounder and CEO of Revolution Foods. “We serve one million school meals per week so we know what kids like, and we know what parents want. After partnering with thousands of school kids and parents across the US to help craft the kits, we know kids love the taste and fun of on-the-go meals and parents love the convenience, but they don’t love all the artificial ingredients. Our Meal Kits are a natural, high-quality solution.”

Kids today are surrounded by highly-processed food; in fact, more than 450 million units of highly-processed, pre-packaged meals containing artificial colors, flavors or preservatives are sold each year, according to Nielsen

data. With only 62 million kids under the age of 15 in the U.S., this means a lot of food packed with artificial ingredients is being consumed each year in the US.

Revolution Foods is filling this food void with convenient, great-tasting, ready-to-eat options that parents can feel good about. Made from high-quality, natural ingredients without artificial colors, flavors or preservatives, each Meal Kit is packed with protein and at least 7 grams of whole grains and one serving of fruit. The Meal Kits are made from real food: meat raised with no antibiotics and no added nitrites or nitrates, and real cheese from cows not treated with rBST. They come in four varieties that allow kids to assemble their favorite meals themselves:

- **Turkey & Cheddar:** oven-roasted turkey raised with no antibiotics, and no added nitrites/nitrates; bite-sized slices of real cheddar cheese; crispy honey wheat crackers; strawberry 100% fruit snack.
- **Ham & Cheddar:** honey ham raised with no antibiotics, and no added nitrites/nitrates; bite-sized slices of real cheddar cheese; crispy honey wheat crackers; wildberry 100% fruit snack.
- **Cheese Pizza:** natural pizza crust made with whole grain; squeezable, natural pizza sauce; shredded real mozzarella cheese; wildberry 100% fruit snack.
- **Peanut Butter & Jelly:** natural creamy peanut butter; natural grape jelly; crispy honey wheat crackers; strawberry 100% fruit snack.

“What began as my partner and business school classmate [Richmond] and I serving just a few hundred meals by hand to schools in Oakland, has evolved into serving 75 million meals (to date) in schools across the US and now, to the grocery aisle,” said Kirsten Saenz Tobey, cofounder and Chief Impact Officer of Revolution Foods. “We are committed to changing the way kids eat and making great-tasting, real food available for all, so we will continue providing better-for-you solutions and options for parents and kids - this is only the beginning of the revolution!”

Revolution Foods Meal Kits will be available in mid-August in Safeway’s across Northern California, select HEB and Central Market stores in Texas and King Soopers stores across Colorado. The Meal Kits will roll out to Whole Foods Market’s across Northern California in September and, additional markets and retailers throughout the nation (including Target) beginning in October.

About Revolution Foods

Revolution Foods is committed to transforming the way America eats by providing access to great-tasting, healthy meals for all school kids. Since its founding in 2006, it has served over 75 million healthy, affordable meals to schools across the country. Today, its 1,000+ locally-hired employees share in the Revolution Foods mission by creating and delivering over one million freshly prepared meals to students in schools, every week. Expanding upon its success in schools, Revolution Foods launched a line of healthy, great-tasting, student-designed Meal Kits, available at retail.

Based in Oakland, CA it was twice named the second fastest growing company in America's inner cities by the Inner City 100 List and ranked by Fast Company as #6 (for food) on the world's 50 Most Innovative Companies. For more information visit <http://www.revolutionfoods.com>.

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