

PRESS RELEASE

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FOR MORE INFORMATION CONTACT: Seth Tibbott, President and Founder

Turtle Island Foods, POB 176, Hood River, OR 97031

Phone: (800) 508-8100 ext. 14 Email: info@tofurky.com Web: www.tofurky.com

TOFURKY PRODUCTS FEATURED ON OPRAH WINFREY SHOW

Hood River, OR. The Tofurky brand of products, already the fastest growing national brand of refrigerated meat alternatives in US supermarkets, got an unexpected bump yesterday from The Oprah Show which showed two of its leading items on camera. Yesterday's show, dubbed "The Vegan Show," chronicled the experiences of 278 staffers who pledged to eat 100% vegan diets for one week.

During the show, author Kathy Freston is shown strolling down the aisle of a Whole Foods Store with one of Oprah's staff members. They stop in front to the meat alternative section of the store and pick up a package of Tofurky Italian sausages commenting on what a great source of delicious plant-based protein the sausages are. Ms Preston then recommends cooking the sausages with a red "bolognaise" sauce and serve over pasta. The Oprah staffer took her advice and through trial and error, prepared the suggested meal for her family who, in the end, enjoyed it very much. Freston also selected a package of Tofurky Hickory Smoked Deli Slices from the display case and put those into her shopping cart as well.

"We are very pleased that this show selected our two best selling items as part of this great experiment. As we have seen before, Oprah can change the course of the nation and her examination and presentation of vegan meat alternatives has already struck an upbeat chord with our web and facebook fans that have flooded our site with their excitement," commented Seth Tibbott, founder and president of the 30 year-old, family-owned company.

