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I AM TOFURKY® HEAR ME ROAR

Hood River, OR – What do Hilton Hotels, The NBA Playoffs, Jim Beam and Tofurky have in common? All of the above were honored today by Advertising Age Magazine as part of their Top 50 Marketing Brands of the Year awards. Advertising Age is the USA's leading weekly magazine covering the world of advertising since 1930. "Marketing 50' is a very popular Special Report and fun to read, because it encapsulates the best marketing ideas of the year in an easy to read format" says Kate Fitzgerald, a freelance writer who regularly contributes to the magazine.

Tofurky is a brand of Turtle Island Foods, a family owned independent company in Hood River, Oregon. Turtle Island was founded in 1980 by Seth Tibbott on \$2,500.00 of personal savings from his 8 year career as a teacher/naturalist. The first Tofurky roasts rolled off the assembly line in the fall of 1995. Considered a unique "game changing" product by media and consumers alike, Tofurky has appeared on such show as The X Files, The Tonight Show with Jay Leno and Jeopardy. For each of the past 12 years, Turtle Island has sold more Tofurky Roasts than the previous year. In 2007, a record 275,634 Tofurky Roasts were sold, which represented a 37% increase since 2006.

"The Tofurky Brand relies heavily on customer loyalty and word of mouth," said Seth Tibbott, Marketing Director and Founder of Turtle Island Foods, "it lives and breathes out on the cutting edge where food and fun dance the tango. It's quite an honor for a small, independent

brand like Tofurky to share the spotlight with larger brands with more resources. It shows that David is alive and well in this age of corporate Goliaths.”

Although the holiday Tofurky Roasts are what jump started the quirky brand, they now represent only about 18% of gross sales. Tofurky Deli Slices, Sausages, Jurky, Franks and Breakfast Links have all become top sellers in their respective categories and now account for the majority of Turtle Island’s revenues which this year have increased 20% in 2008. Tofurky products are sold at Whole Foods, Trader Joes, Publix, Fred Meyers, Ralphs, Loblaws, Safeway and wherever natural foods are sold.