

PRESS RELEASE

FOR IMMEDIATE RELEASE

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BUMPER CROP OF TOFURKY ROASTS REPORTED

HOOD RIVER, OR — Turtle Island Foods, Inc announced that 4th Quarter Tofurky Sales are up 36% over 2006's record-breaking numbers. With orders for over 227,000 Tofurky Roasts already, the company projects sales could approach 270,000 units by year's end. This equates to 438,750 pounds, or just under 220 tons of Tofurky Roasts consumed in 3 months. If laid end to end, these roasts would stretch over 21 miles!

Tofurky is seen by many to be a "bellwether" product reflecting overall strength of the vegetarian category. Each Tofurky Roast weighs 26 oz. and consists of a turkey flavored organic tofu/wheat protein blend surrounding a filling of organic wild rice/whole wheat bread crumb stuffing. These 100% vegan roasts are sold in Natural Foods Stores and many mainstream grocery stores throughout the United States and Canada including Whole Foods, Trader Joes, Publix, Safeway and others.

Earlier this year, Turtle Island Foods was ranked by Inc. Magazine as one of the fastest growing independent businesses in the USA. Aside from this growth of it's popular holiday items, much of this increase is also attributed to sales of Tofurky Deli Slices, Gourmet Sausages and Tofurky Jerky all of which are leading their respective categories according to natural foods industry sales numbers.

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