

Earth Balance® Now Available Across Canada at Select Loblaws

Premier Canadian retailer offers Earth Balance® Original and Mediterranean Spreads

BOULDER, Colo. (Aug. 21, 2008) —Earth Balance®, a line of all-natural healthy buttery spreads, shortenings, nut butters, and cream cheeses, announced today that Loblaws, Canada's premier grocery store, is now offering two bilingually packaged Earth Balance® products in 230 of its stores across Canada. The new Earth Balance® products include the Original Buttery Spread and the Mediterranean Spread.

"We are excited to extend our line of natural spreads across Canada at Loblaws," said Rickard Werner, vice president and general manager of Earth Balance®. "Loblaws is the premier Canadian food retailer and we are thrilled to bring two of our most popular products in to select stores. We look forward to building a strong relationship with the Loblaws team and customers."

The Earth Balance® family of products includes organic and vegan varieties that are produced using a unique, nutritionally beneficial blend of oils. From delicious butter alternatives and savory olive oil-based spreads to sweet nut butters and rich-tasting cream cheeses, every Earth Balance® Natural Spread is 100% natural and contains important Omega 3s. They are also completely free of GMOs, trans fats, hydrogenated oils, and artificial ingredients of any kind.

About Earth Balance®:

Based in Boulder, Colo., Earth Balance® produces a line of 14 deliciously healthy buttery spreads, shortenings, nut butters, and cream cheeses. Made with a proprietary blend of expeller-pressed oils shown to raise good (HDL) cholesterol and lower bad (LDL), they are also a good source of important Omega 3's. Available in organic and vegan varieties, in both tub and stick forms, Earth Balance® Natural Spreads are free of GMOs, gluten, trans fats, hydrogenated oils, and artificial ingredients of any kind. Earth Balance® Natural Spreads are sold nationally at Whole Foods Market, regionally at City Market, Fred Meyer, Henry's, King Soopers, Publix, QFC, Safeway, Trader Joe's and Wegmans, as well as in local natural and specialty stores across the U.S. and Canada. Earth Balance® is a division of Smart Balance Inc. (NasdaqGM: SMBL). For more information, visit www.EarthBalanceNatural.com.

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