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TRE BELLA FOODS COMPANY FACT SHEET

About Tre Bella Foods, Inc.

Launched in April 2008, Tre Bella Foods was born from the Italian tradition of a food-centric lifestyle where culinary delights were passed on through three generations of authentic recipes fostering a hearty love for fine cuisine prepared with vegetables from one's own garden. Tre Bella Foods believes everyone deserves the delight of savory, comfort food and is committed to bringing consumers high-quality, USDA-certified organic food products that are good for the body and the planet. Tre Bella Foods introduced their line of frozen organic Italian-style meatballs with Organic Italian Style Turkey Meatballs and Organic Turkey Meatball Minis both available in one-pound packaging.

History of Tre Bella Foods, Inc.

With a love for Mama Tiburzi's old-world Italian culinary secrets, Tre Bella Founder and President, Gail Tiburzi developed a passion for healthful foods when she was personally afflicted with health obstacles despite her athletic lifestyle. After her own medical transformation resulting from changing her diet, it became her mission to share the same hearty Italian cuisine she loved, with a commitment to organic quality, health and nutrition. Tre Bella Foods became an extension of her family's kitchen and gives consumers convenient, delicious, authentic Italian meal options with all the benefits that good nutrition offers as part of a healthy lifestyle.

Headquarters

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BEHIND TRE BELLA FOODS

GAIL TIBURZI

FOUNDER AND PRESIDENT

From the time she could reach the kitchen counter, Gail caught the allure that comes from a culture where life – relationships, celebrations, family events – takes place in the kitchen. Her family cultivated a love for food and its preparation as a way of life (her mother and grandmother made her baby food with vegetables from their own gardens). Gail believes everyone deserves the same benefit, which is why after a bout of medical issues and health concerns, she chose to bring her business acumen and expertise as a financial advisor “to the table,” and in true entrepreneurial fashion, combined it with her passion for creating exquisite Italian dishes. The result? Tre Bella Foods was born.

Prone to independence, Gail developed a wealth management consulting practice providing financial guidance and wealth management to high net worth individuals and small capitalization companies.

Prior to that, she held a position as vice president of Teeman, Perley, Gilmartin, Inc., where her main focus was executive recruitment for positions in domestic equity sales and trading.

Gail started her career in Institutional Equity Sales at ABN Amro in New York. She was responsible for establishing account relationships and participated in marketing IPOs, secondary offerings and private placements.

She graduated from Villanova University in Pennsylvania with a bachelor’s degree in political science and a minor in theater. In her free time, Gail loves to travel and enjoys an active life outdoors, skiing, hiking and cycling. And, of course, she loves to cook!



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FOR IMMEDIATE RELEASE

BUON APPETITO! TRE BELLA LAUNCHES LINE OF ORGANIC ITALIAN STYLE TURKEY MEATBALLS

Third-Generation Family Recipe Brings Old-World Taste to Healthy Gourmet Fare

New York and Chicago (April 26, 2008) – Tre Bella Foods, Inc., manufacturers of authentic, organic, Italian cuisine, debuts its gourmet Organic Italian Style Turkey Meatballs and Organic Turkey Meatball Minis at All Things Organic Conference and Trade Show. The tasty, third-generation meatball recipe is made with premium, organic turkey breast and Mama Tiburzi's special blend of Italian seasonings. The meatballs are light in sodium, low in saturated fat, 100 percent USDA-Certified Organic and contain no additives or preservatives. The frozen, organic meatballs are microwavable and conveniently ready to serve in just minutes – perfect for a quick meal addition.

"I'm ecstatic to launch a line of products that combine my grandmother's old-world traditions with my new-world commitment and passion for integrating healthy food choices for general well-being," said Gail Tiburzi, Tre Bella Founder and President. "Growing up in a traditional, food-centric Italian family, it was important to create an exquisite dish while satisfying the demand of today's busy schedules."

Tre Bella's Organic Italian Style Turkey Meatballs do not sacrifice the appetizing appeal that make Italian food one of the most popular ethnic categories on the market today. An excellent source of protein, Organic Italian Style Turkey Meatballs comes in one-pound packages consisting of 8, two-ounce meatballs. They are ready-to-eat, and a flavorful meal solution for the entire family. The first and only Organic Turkey Meatball Minis are ½ ounce, an ideal size for kids and great for moms looking to add protein to their meals. Each one-pound Minis package contains 32 meatballs. Both products have a suggested retail price of \$13.99 - \$15.99.

Meeting the increasing needs of health-conscious Americans, Tre Bella Foods is committed to offering consumers healthy options for what we put into our bodies, an important part of preventative medicine and whole-body wellness. Doctors and nutritionists agree that good food choices make people feel better and have positive long-term effects on their overall health. Organic foods are free of pesticides and growth hormones protecting our bodies and the environment, while promoting the use of renewable resources and preserving the soil, water and air quality. Tre Bella recognizes the importance of responsible, green living and is committed to using recyclable packaging to continue to preserve natural resources.

About Tre Bella Foods

Launched in April 2008, Tre Bella Foods was born from the Italian tradition of a food-centric lifestyle where culinary delights are made with vegetables from one's own garden. Tre Bella believes everyone deserves the same benefit and is committed to tasty, high-quality, 100 percent USDA-certified organic food products while offering the comfort that comes from a delicious meal that is good for your body and the planet. Tre Bella Foods introduced the first and only frozen organic Italian-style meatball with Organic Italian Style Turkey Meatballs and Organic Turkey Meatball Minis. www.trebellafoods.com

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