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FOR IMMEDIATE RELEASE

SuperFoods Partners LLC Forms Partnership with AC LaRocco Pizza Company

Spokane, WA March, 1 2007--AC LaRocco Pizza Company is proud to announce that it will team up with SuperFoods Partners LLC, owners of the SuperFoodsRx brand, to develop and distribute an all-new line of ultra-healthy pizzas, based on the nutritional concepts in the bestselling series of SuperFoodsRx™ books.

For the last decade, AC Larocco has enjoyed a reputation for creating some of the healthiest and best tasting frozen pizzas on the market. They're the only pizzas permitted to show the SuperFoodsRx™ seal on their packaging. Now they have teamed up with the scientists, nutritionists and doctors at SuperFoods Partners to produce the SuperFoodsRx Kitchen™ brand of ultra-healthy pizzas.

The first three new SuperFoodsRx Kitchen varieties will be unveiled at the Natural Products Expo West 2007 foods show on March 8th-12th. Expo West is the largest natural foods show in the nation. Vegetarian Blend, Four Cheese Pizza, and our unique Turkey and Spinach are the first three varieties available. All the pizzas are built on a proprietary whole grain, high fiber, thin crust. The ingredients and toppings include many of the micronutrient rich superfoods proven to promote good health. Maintaining a lower fat and sodium profile in all the pizzas has been achieved without sacrificing taste.

“AC LaRocco produces the finest, most nutritious pizzas on the market. The innovativeness and quality of the AC Larocco products makes this company the natural choice to develop and produce the SuperFoodsRx Kitchen line of pizzas. We couldn't be more excited about this partnership.”said David Stern, Managing Partner of SuperFoods Partners.

Dr. Steven Pratt, bestselling author of *SuperFoodsRx, 14 Foods That Will Change Your Life* commented, “I'm very excited that the all-american pizza will soon be the nutritional powerhouse that every one can enjoy!”

For more information about SuperFoodsRx™ Pizza, log on to www.superfoodsrxpizza.com or to www.aclarocco.com or contact Clarence Scott at (509)-924-9113 or Clarence@aclorocco.com.

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