



Press Release
For Immediate Release

NATURE'S PATH ANNOUNCES NEW FACE OF OPTIMUM LINE

RICHMOND, BC, August 2, 2007 -- Nature's Path announced today the winner of its "Everyday Heroes Contest", and the new face of Nature's Path Optimum line. James Hamilton, will be featured on Nature's Path cold cereal boxes, and will also receive a year's worth of free Optimum products.

Hamilton entered the contest by submitting an inspiring story about how Nature's Path changed his life. After being diagnosed with high blood pressure, Hamilton began running for exercise, and soon after, discovered that Nature's Path energy bars "were both organic and delicious". Hamilton, who has lost over 42 pounds in 14 months, began eating Nature's Path products to keep him energized while running.

The contest received over 8000 entries from valued Nature's Path customers. Hamilton's entry was "chosen for its exceptional passion and everyday charm", says Arran Stephens, company founder. The new cereal boxes, featuring Hamilton, will appear in stores mid-October. Nature's Path, which has been featured in Maclean's list of Canada's Top 100 Employers, continues to be a leader in the organic food manufacturing industry.

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