



...Naturally!

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“Vermont Morning to Launch Their ‘Half-National’ Demo Tour”

Waitsfield, Vermont - Vermont Morning, Waitsfield, is launching a 10-month, 22-state tour to demo its multi-grain hot cereal, starting September 6. Peter Floyd, company co-founder, will introduce Vermont Morning in large co-operatives, Wild Oats, Whole Foods, and other natural markets on the tour route as they add Vermont Morning to their store shelves.

“The tour is a critical part of our growth strategy,” Floyd said, who with his wife Patricia founded the company in their spare room in 2003.

“Our demo experience shows that 76% of those who sample Vermont Morning buy it on the spot and 60% of those customers continue to buy it. We have remarkably strong customer loyalty and getting new customers to try it in the demo situation helps the store and helps us,” he continued.

The tour begins in Cleveland, Ohio and continues in the northern states while the weather remains warm. As the cold sets in, Floyd and his tour will head South and go through the mid-Atlantic and southeastern states. He winds his way back North to Vermont in July 2006.

“Think of the thousands of miles of highways and the many thousands of people who will pass me and see the website address, a traveling billboard advertising our company...and Vermont,” Floyd added.

Vermont Morning’s tour vehicles include a Ford Expedition and Scamp travel trailer both carrying appropriate signage for the tour. While he is on the road, company owner Patricia Floyd will continue to manage the company’s sales and marketing efforts as well as administration. Operations Manager, Tori Pesek, will manage their production facility

where the cases of cereal are filled each month. Patricia Floyd is the creator of the cereal and many recipes incorporating her product. An unintended inventor/chef, she created the cereal to please her own palate and found it in high demand from family and friends.

In just two years, Vermont Morning is on the shelves of over 800 stores. This summer, Vermont Morning was added to shelves by both Hannaford and Price Chopper. The 23 Hannaford stores picking up VM include locations in Vermont, New York, Massachusetts, Maine, and New Hampshire. Price Chopper stores added an additional 27 stores in these states as well as Pennsylvania and Connecticut. Wild Oats increased their distribution of VM to 11 additional stores in Ohio, Kentucky, Missouri, Illinois and Indiana. Whole Foods' Atlanta stores and some large co-ops in the mid-west, bring VM's state total to 24.

Vermont Morning is distributed by the nations' two top natural food distributors, United Natural Foods and Tree of Life. Having this infrastructure in place for the entire country positions Vermont Morning for a 2006-2007 tour that will cover the West.

Vermont Morning is committed to developing and manufacturing breakfast products that enhance the lives of their customers and support health and well-being. Made with the finest natural whole grains of oats, wheat and rye that are rolled, steel cut, or branned, Vermont Morning hot cereal provides high fiber, protein and complex carbohydrates with no trans fats, no cholesterol, and no added salt, sugar or preservatives.

Their wheat-free cereal will be launched this fall. Vermont Morning cereal can be found in select natural and gourmet markets, co-operatives and markets such as Shaw's Wild Harvest, Wild Oats, Whole Foods, Hannaford, and Price Chopper. It is available nationwide at www.vtmorning.com.

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