



For More Information Contact:

Lee Makofsky
Bender Hammerling Group
(973)744-0707
Lee.mako@bhgpr.com

Lender's 100% Whole Wheat Bagel Rolls into the Frozen Aisle

This August, Lender's Brings an Even Healthier Flavor to the Freezers

MOUNTAIN LAKES, NJ (August 2007) — Lender's Bagels has once again proved the 80 year-old brand to be a leader in the bagel aisle with the introduction of new 100% Whole Wheat Frozen New York Style Bagels. This addition to America's favorite brand of bagels comes at a time when health is top-of-mind for families and bagel-lovers everywhere.

Sales of Whole Wheat bagels, primarily in the Fresh category, are up nearly 45% over the past two years, garnering almost \$100 million in dollar sales. Due to the tremendous success of Lender's introduction of the 100% Whole Wheat flavor to their line of Fresh bagels, the new 100% Whole Wheat Frozen New York Style flavor will replace Wheat Frozen New York Style bagels. Lender's 100% Whole Wheat bagel offers a nutritional advantage over white and wheat by offering six grams of fiber per serving. Not only does 100% Whole Wheat resonate with consumers, but the Lender's name carries great taste and quality standards. This on-trend variety is positioned to drive growth for both retailers and Pinnacle Foods in the frozen bagel segment.

Lender's Fresh category experienced gains in distribution and velocity since the addition of 100% Whole Wheat, and the new flavor was awarded the title of #1 Healthiest New Bagel in *Health Magazine's* 2007 "Best of Food" contest.

100% Whole Wheat **Frozen** New York Style will be available in supermarkets nationwide August 7, 2007 with a suggested retail price of \$1.79.

The "Hole" Story

When he started boiling and baking bagels in the garage behind their family home in New Haven, CT, Harry Lender brought a bit of the old world to the new. Coming from a small town in Poland, his aspirations were to put a roof over his head and feed his family. Little did Mr. Lender know back in 1927 that he would start a bagel revolution

and have his name reside in the grocery aisles of almost every town in America, making Lender's THE name that consumers across the country associate with bagels.

Today, Marvin Lender of Woodbridge, CT, son of founder Harry Lender, is delighted that Pinnacle Foods is so excited by the wildly popular brand: "I am very pleased to see the marketing support that Pinnacle Foods is giving to the Lender's brand that consumers have identified with for 80 years. The brand continues to represent quality and confidence in a long standing family name."

Lender's Bagels is a product of Pinnacle Foods Group Inc. a leading marketer and manufacturer of branded food products. Pinnacle is known for new product innovation and commitment to growth and has a strong line-up of products sold in grocery stores under leading brands including Hungry-Man®, Swanson®, Aunt Jemima®, Celeste®, Mrs. Paul's®, Van DeKamp®, Vlasic®, Duncan Hines®, Log Cabin®, Mrs. Butterworth's® and Open Pit®.

###