

PRESS RELEASE

FOR IMMEDIATE RELEASE

La Bonita Ole, Inc.'s Wrap-itz Brand Wraps Chosen as One of 100 Best Packaged Foods for Women

Tampa, FL 2007 – The September issue of Women's Health Magazine featured the 100 Best Packaged Foods for Women and Wrap-itz 100% Whole Wheat with Omega-3, Calcium and 10 Whole Grains was there.

Lisa Drayer, R.D. with Women's Health, scanned the aisles of multiple markets looking, sorting and scoring packaged foods for the healthiest and best tasting products. The results of the massive taste test were 100 Best Packaged Foods for Women. These 100 winners deliver more of the nutrients your body needs to stay fit and slim without the excess calories, chemicals, and saturated fat.

“La Bonita Ole has always tried to offer not only the best tasting tortillas and wraps, but also some of the healthiest.” says Tammy Young, the company's President and CEO. “We use the finest ingredients available and also try to listen to our consumers on health and nutrition issues. Our **My Choice** program attempts to address those issues. Currently under Tamxico's, our refrigerated brand, and Wrapitz, our shelf stable brand, we offer the 100% Stone Ground Whole Wheat; White Wheat with omega-3 and calcium; and Sun Dried Tomato with lycopene and fiber.”

La Bonita Ole has also recently been chosen as Diversity Supplier of the year for Ahold USA operating companies Giant Carlisle PA, and banner supermarkets Martin's and Tops.

About the company:

La Bonita Ole, Inc., a certified Minority Business Enterprise, was founded in 1992 by Tammy M. Young, the company's President and CEO, with a pledge to offer the best tasting, highest quality tortillas available on the market today. The company currently offers two successful brands, Tam-x-ico's gourmet tortillas and Wrap-itz premium traditional and flavored wraps. Tam-x-ico's is the fastest growing refrigerated tortilla brand according to IRI, year ending June. The company's products are currently found in 27 states.

Contact: Ann Spillane
La Bonita Ole, Inc
Phone: (800) 522-6648
Fax: (813) 319-2263
ann@tamxicos.com
www.tamxicos.com

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