



NEWS RELEASE

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HempNut Funds Largest Hemp Food Ad Campaign Ever

SANTA ROSA, CALIF.-- HempNut Inc. announces the largest advertising campaign ever for a hempseed food. Over 20 million natural products consumers are expected to see the company's striking and informative ads in 1999, tagged with the slogan "The Soybean of the New Millennium."

The one-half to full-page full-color ads were placed in such magazines as *Mother Jones*, *Utne Reader*, *Vegetarian Times*, *Alive!*, *BC Woman*, *Healthy Living*, *New Age*, *Health and Nutrition Breakthroughs*, *Hemp Times*, *High Times*, *Natural Health*, *Natural Health Shopper*, *Share Guide*, *Natural Living Today*, *Whole Life Times*, *Veggie Life*, and *Organic and Natural News*.

"This is a very ambitious advertising program for the most well-known brand in hemp history, and very good news for the hemp industry," said Richard Rose, Founder and President of HempNut, Inc. "It is classic consumer food brand marketing, which we've been doing for 20 years. In fact, we've done such a good job of it that some people erroneously think that the trademarked brand HempNut is actually a generic term for hulled hempseed!" Those efforts recently landed HempNut, Inc. a profile in *Brandweek* magazine, the trade journal for brand managers.

In addition to advertising, at least another 30 million people are expected to learn about HempNut and hempseed foods through the firm's public relations campaign, already resulting in free stories and photos placed with important mainstream media. That's in addition to a six-minute appearance by Richard Rose on *The Roseanne Show* (CBS-TV) on July 23, which had a higher-than-usual audience because it was immediately preceded on the west coast by the John Kennedy Jr. funeral.

Such educational efforts have long been considered critically necessary by the emerging hemp food industry, but until now no company or association has been able to allocate the resources to accomplish it. Many say that the hemp food story is one of the most under-reported

food issues in America. With no THC, an incredible nutritional profile, and a compelling story, most people are converted once they hear it.

But getting the word out has not been easy. HempNut, Inc. placed over \$150,000 worth of ads this year alone, and has spent over \$30,000 on PR to educate people on the concept and brand. “Luckily we now have the right mix of products with the right marketing support and the right team to make this happen,” said Rose. “We’re proud to carry the torch for the industry, and to raise the bar a notch as far as quality and brand marketing are considered. Plus I’m grateful for the once-in-a-lifetime opportunity to introduce a new food to society, especially one as grand and noble as hulled hempseed.”

“HempNut” is HempNut Inc’s trademarked brand of hulled hempseed, which is whole hempseed with the shell removed using a special machine. Both terms were coined by the firm. The company is also the leading marketer and oldest and largest importer of hulled hempseed, sourcing in Canada and Europe. HempNut is 36% essential fatty acids (Omega-3 and -6, the “good” fats) and 31% high-quality protein. It reportedly tastes similar to pine nut and looks like sesame seed. The firm was founded by Richard Rose, who has been a tofu industry pioneer since 1980, and introduced his first hemp food in 1994, called HempRella cheese alternative, followed by Hempeh Burger, a veggie burger.

For more information on HempNut Inc. go to www.TheHempNut.com. For more information on hemp foods go to the Hemp Food Association site, the most complete site on hempseed foods.

