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FOR IMMEDIATE RELEASE
 February 2008

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Slurp, wrap, survive!

Getting through midterms and finals one bowl at a time with Annie Chun's

San Rafael, California - It takes more than just studying to get through the tough times and the long hours of midterms, finals and term papers. And, it takes plenty of goodies for those hours when the cafeteria is closed. During the late night and early morning, many students are too tired to do anything but put something in the microwave for a few minutes. The solution? The tried and true favorite of college students everywhere are Asian style noodles – a good load of satisfying carbs and a tasty sauce. Annie Chun's version features a healthier, non-fried fresh cooked noodle, sure to satisfy those late night cravings.



Annie Chun's has other options for midnight brain fuel: hearty, healthy Sushi Wraps with sprouted brown rice – loaded with good for you whole grains and delicious crispy nori (seaweed) wraps, they're perfect for rolling up avocado, shrimp, or your favorite filling; quick, warm and soul soothing soup and noodle bowls; and Noodle Express, super quick noodle and sauce entrees. Just pop in the microwave and slurp, wrap, survive!

Now available on anniechuns.com, the ultimate **College Survival Kit** features a selection of Annie Chun's best-selling quick and easy, microwaveable Asian foods: perfect for between classes or after a day of study. Check it out at: <http://www.worldpantry.com/cgi-bin/ncommerce3/ProductDisplay?prmenbr=26081&prfnbr=1827409>. Annie Chun's is currently offering 10% off on this kit, by entering code ACCSK8 at checkout, valid until 3/15/08.



With Annie Chun's products, students can easily create the perfect “dorm survival kit” with an array of Noodle and Soup Bowls in ten delicious varieties, including Kung Pao, Peanut Sesame and Thai Tom Yum (5.5 – 9.1 oz./\$3.49); Sushi Wraps in Sprouted Brown Rice and Sticky White Rice varieties (7 – 8.1 oz./\$3.89), and Noodle Express in five fabulous flavors, including Thai Curry and Spicy Szechuan (7.1 – 7.4 oz./\$3.49).

More...

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The full line is taking off in campus convenience stores and students are driving the expansion. Campus blogs and newspapers are bubbling with comments about Annie Chun's as a tasty, inexpensive, quick solution for meals and snacks. *"Annie Chun's FreshPak Noodle Bowls are an alternative to dried noodle bowls. The noodles are precooked and sealed inside plastic instead of being dehydrated. They taste better and come with sauces and veggies instead of flavor packets,"* from The Daily Aztec, August 20, 2007.

With an eye toward greener packaging, Annie Chun's noodle bowls and noodle express trays offer another bonus – they are made primarily of cornstarch and are biodegradable. Annie Chun's is the first company to use an earth-friendly packaging in a retail product. In April of 2004 Annie Chun's won an Environmental Achievement Award from the Environmental Protection Agency (EPA) in recognition of the Noodle Bowl's innovative, earth friendly packaging.

With a refreshed website, www.anniechun.com offers recipes, "Cooking with Annie" and full product information - even ordering online is available!

If students and campus store directors want more information, please contact Mike Keeland at Annie Chun's: mike@anniechun.com.

About Annie Chun's

Annie Chun first began selling her sauces in 1992 at the Marin County Farmers' Market where she served samples with fresh cooked noodles and vegetables. Today, Annie Chun's Inc. is a multi-million dollar company, with distribution throughout the US, Canada, and England.

In 2005, Annie Chun's forged a strategic partnership with CJ Corp., Korea's largest food producer, strengthening the company's commitment to creating all natural, great tasting products that promote good health and further the company's goal of introducing new and exciting Asian foods to the American consumer.

Annie Chun's All Natural Sauces, Noodles, Noodles & Sauce, Noodle Bowls, Soup Bowls, Noodle Express, Sushi Wraps and Rice Express are available nationwide in gourmet, natural and mass market grocers such as Whole Foods, Safeway, Mollie Stone's, Fairway Market, Giant Foods, King Soopers, Fred Meyer, Kroger, Jewel, Meijer, Publix, SuperTarget, and many others coast to coast.

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**High-resolution jpegs available upon request.
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