



The Cookie Company that Could: Immaculate Baking Company Poised for Unprecedented Growth New All-Natural Culinary Creations Unveiled at Natural Products Expo West 2009

Wakefield, MA – March 2, 2009 - Immaculate Baking Company, known for its imaginative cookie flavors and folk art-decorated packaging, today announces several new all-natural innovations: ready-to-bake brownie dough, limited edition seasonal flavors including Chocolate Peppermint and Gingerbread Spice, and dark chocolate covered biscotti crunch. The ready-to-bake brownies will be in stores this spring and the seasonal treats will be available by fall 2009. Consumer demand and retail success have led Immaculate to prepare for more than 10 new product and flavor launches leading into 2010, even at a time when many companies are scaling back on research and development. In the past few months, Immaculate has seen its distribution rapidly expand across the nation, particularly in East Coast market, where the company is based. At key supermarkets where Immaculate Baking organic cookie dough is carried, the category has even experienced incremental growth by attracting new consumers to the category. "Our company's philosophy is to 'create, create, create!'" said Paul Nardone, CEO of Immaculate Baking Co. "This culture of innovation can be seen on our packaging and tasted in our recipes – it literally influences every facet of our business."

Immaculate's products are made with all natural ingredients and contain no saturated fats, hydrogenated oils, high-fructose corn syrup, artificial flavors, or colors. The perfectly-portioned dough varieties are ideal for consumers looking for healthier, convenient snack options.

The 10 oz. brownie dough package makes 6-8 brownies in a read-to-bake, oven-safe tray, has a suggested retail price of \$3.49 – \$3.99, and is shipping this month to supermarkets and natural food stores nationwide. The forthcoming seasonal cookie dough flavors, Chocolate Peppermint and Gingerbread Spice, will be shipping third quarter and join delicious other favorites, including Cranberry Oatmeal White Chocolate, Oatmeal Raisin, Chocolate Chunk, Triple Chocolate Chunk and Vanilla Sugar.

Immaculate will be featuring these new products at Expo West, the world's largest natural and organic products trade show, March 6-8, 2009 at booth 2632.

About Immaculate Baking Company

Founded in 1995 by Scott Blackwell, Immaculate sells award winning organic ready-to-eat cookies and cookie dough, and all-natural brownie dough. The company supports non-profit education efforts with giant cookie fundraisers and features works of American folk art on every package. For more information, visit www.immaculatebaking.com.

Media Contact:

Mike Rush
mrush@360publicrelations.com
617-585-5792