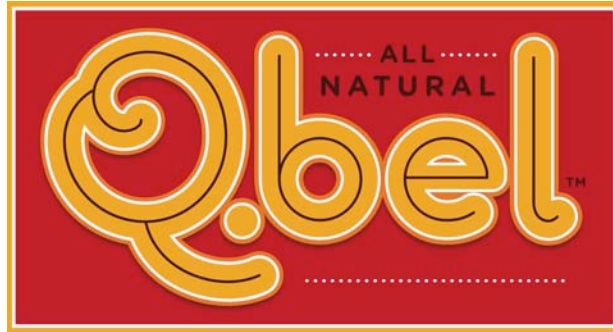


For Immediate Release



Q.bel Foods All Natural Chocolate Candy Bars Launched in All Whole Foods Market® Stores in U.S.

*Whole Foods Market to Offer New Line of
Natural Candy Bars in Stores Nationwide*

Nyack, New York – January 7, 2009 - Q.bel Foods LLC (Q.bel), a new premium chocolate candy bar company, announced today that Whole Foods Market, Inc. (Nasdaq: WFMI), the nation's premier natural foods and organic retailer, is rolling out Q.bel's new line of all natural chocolate candy bars in all of its stores throughout the United States.

Beginning in January 2009, Whole Foods Market will offer all six varieties of Q.bel's candy bars: Dark Chocolate, Milk Chocolate and Peanut Butter Milk Chocolate Wafer Rolls, and Crispy Rice Dark Chocolate, Crispy Rice Milk Chocolate and Peanut Butter Milk Chocolate Wafer Bars. The chocolate wafer bars are made from layers of unsweetened crisp wafers with filling, enrobed with Belgian chocolate. The chocolate wafer rolls are made from rolled wafers, lightly filled with chocolate crème or peanut butter and enrobed with yummy chocolate. Chocolate wafer bars can be found in all Whole Foods Market stores, while the chocolate wafer rolls will be available in the high volume and large format stores only. The candy bars are made without any:

- Artificial colors, flavors, or preservatives,
- High fructose corn syrup, and
- Hydrogenated oils.

"The Whole Foods Market Grocery Team reviews thousands of new products each year, but we realized very quickly that Q.bel's products were unique," said Perry Abbenante, Whole Foods Market, Global Grocery Coordinator. "The packaging and product positioning are very different from any candy bar in the category."

"Being launched simultaneously in every Whole Foods Market store in the United States is a significant achievement for our new company. There is no better place for our products to be introduced than in all of Whole Foods Market," said Bahram Shirazi, Q.bel's Founder.

Consumers can visit www.qbelfoods.com to view more information about the company.

About Q.bel

Since January 2009, Nyack, NY-based Q.bel Foods has been making healthy indulgences for consumers looking to satisfy their chocolate craving without all the high-fructose corn syrup, preservatives, artificial colors, flavors and hydrogenated oils found in most mass produced candy. The company's mantra, printed on every package, is: "Be True. Be Honest. Be Good.", and is Q.bel's commitment to making the world's best tasting, all-natural chocolate candy bars. Learn more at www.QbelFoods.com.

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