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Gilbert Pritchard, Jr. Joins Board of Directors at Dreamerz Foods, Inc.

Former Avalon CEO brings leadership and entrepreneurial expertise to Dreamerz®

SAN FRANCISCO, Dec. XX, 2007 – Dreamerz Foods, Inc., the creator of Dreamerz, the first ever all-natural sleep beverage, today announced Gilbert Pritchard, Jr., former chief executive officer of Avalon Natural Products, as the newest member of the San Francisco-based company's Board of Directors. Pritchard brings more than 25 years of experience leading mass market companies in the personal care and natural food industries including nSpired Natural Foods, Barbara's Bakery, Inc, and Sunfield Foods, Inc., a division of Nestle. Pritchard's leadership abilities, knowledge of the personal care and wellness market and operational proficiency will greatly benefit Dreamerz as it continues to broaden distribution and introduce new products under the healthy sleep and wellness portfolio.

Pritchard is a well-respected leader within the personal care industry and known for his ability to nurture and grow small, unique brands into multi-million dollar product lines such as Avalon Organics and Alba Botanica. During his tenure as CEO of Avalon, Pritchard increased sales by more than 80 percent through strategic and focused brand development and operational effectiveness. Avalon was sold in late 2006 by North Castle Partners, a leading private equity firm, to Hain Celestial for \$120 million.

"In the complex health and wellness market, it's critical to work with experienced leaders who know how to build brands and create market share," said Ilya Nykin, chairman of the company's board of directors and managing director of Prolog Ventures, a founding investor of Dreamerz Foods. "Throughout his career, Gil has proven his strength in these areas. We are thrilled to have him join the board and look forward to leveraging his expertise to grow the Dreamerz brand."

Amanda Steele, CEO and founder of Dreamerz, explains "As a young company building awareness and momentum, Dreamerz looks to industry leaders like Gil to provide insight and understanding of the

dynamic and fast growing market of health and wellness. We are thrilled to have a well-respected and engaging member of the Bay Area business community join our board.”

"My best ideas come after getting a good night sleep, so I especially appreciate the importance of Dreamerz to consumers, like myself, who are seeking more natural alternatives," said Pritchard. "I am thrilled to join the Dreamerz team and hopefully contribute to the future success of such a unique and important product and brand.”

Pritchard holds a Bachelor of Science degree from the United States Military Academy at West Point and a MS degree from Columbia University. He joins current Dreamerz Foods board members Ilya Nykin, Managing Director of Prolog Ventures and chairman of the company’s board of directors, Amanda Steele, Co-Founder and CEO of Dreamerz Foods, William Rosenzweig, Managing Director of Physic Ventures, Pete Mattson, Chairman of Mattson and Company, Roger Wyse, Managing Director of Burrill & Co and Sheryl O’Loughlin, CEO/Co-Founder Nest Naturals and former CEO of Clif Bar and Company.

About Dreamerz Foods, Inc.

Dreamerz Foods, Inc. champions the importance of healthy sleep and stress reduction by creating great-tasting, all-natural and efficacious products. Their first product, Dreamerz all-natural sleep beverage, is a dietary supplement in the form of an all-natural, dairy-based functional sleep beverage. The clinically proven ingredients are Lactium®, hydrolyzed milk casein, to reduce stress and promote relaxation, and a patented, low dose of melatonin, to help regulate sleep.* The delicious dairy drink contains only 100 calories per serving, is low in fat and is a good source of calcium. Dreamerz believes that a good night’s sleep means a better day so that people can enjoy energy, creativity and passion for life every day. To learn more about Dreamerz Foods, please visit www.DreamerzFoods.com.

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** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat cure, or prevent any disease.*