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LUNA® Launches Pocket-Size Nutrition

LUNA® Minis offer women nutrient-dense snacking with miniature portions of best-selling chocolate flavors

BERKELEY, Calif. (June 16, 2008) – LUNA®, the makers of the Whole Nutrition Bar for Women®, today announced the launch of LUNA Minis. At a little less than half the size of a traditional LUNA bar, LUNA Minis are still packed with the nutrition women need in their daily lives. They are designed to offer an alternative for women who do not always want an entire LUNA bar, but want to satisfy their snack cravings in a healthy and nutritious manner.

“LUNA Minis are an ideal entirely natural and organic option for women that are looking for a treat that is packed with nutrient-dense calories and great taste, rather than empty calories with artificial ingredients,” said Tara DelloIacono-Thies, Registered Dietician, LUNA. “Many portioned-controlled snacks do not provide any nutrition or wholesome ingredients.”

Delicious, nutritious, and just a bit indulgent, LUNA Minis are perfect for carrying in a purse or pocket, providing bite-sized bliss to satisfy small cravings or share with friends. The LUNA Minis, like every LUNA Bar, are entirely natural with 70 percent certified organic ingredients.

“LUNA has always been committed to offering foods that nourish women throughout the day,” said Susan Gally, brand manager, LUNA. “By popular demand, we introduced LUNA Minis as bite-sized delights for between-meal snacking.”

Each box of LUNA Minis contains 18 bars in three of LUNA’s best-selling chocolate flavors: S’mores, Nutz Over Chocolate and Caramel Nut Brownie.

LUNA Minis Nutritional Benefits

- 80 calories each
- Entirely natural, 70 percent certified organic ingredients
- No artificial sweeteners, flavors, colorings or preservatives
- 4g of protein
- Women-specific nutrition
 - Good source of calcium and antioxidants (Vitamins A, C and E)
 - High in folic acid

Product Pricing & Availability

LUNA Minis 18-count variety packs are sold at select retailers, including Target and REI stores nationwide, with a suggested retail price of \$11.99 - \$14.99/box.

About Clif Bar & Company

Clif Bar & Company is a leading maker of all-natural and organic foods and drinks, including the organic certified CLIF® BAR energy bar, delivering Nutrition for Sustained Energy®, and LUNA®, The Whole Nutrition Bar for Women®. Committed to sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.