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LUNA's Pure Campaign Promotes Breast Cancer Prevention
Survey Identifies Women's Misperceptions about Breast Cancer

BERKELEY, Calif. (August 01, 2007) – LUNA, recently teamed up with the Breast Cancer Fund (BCF) to launch the Pure Prevention Campaign. The initiative will help women identify the environmental causes of breast cancer and inspire them to make smart choices about the products they use everyday.

As the Makers of Whole Nutrition Bars for Women, LUNA aims to find a very direct channel to raise awareness of not only healthy, organic nutrition options but the multitude of environmental links to breast cancer through the Pure Prevention Campaign.

The Pure Prevention Campaign aims to correct women's misconceptions about the risks of the disease. Only 61 percent of women believe preventing breast cancer is possible, a recent survey found. Yet 87 percent don't believe people know how to prevent the disease, a startling statistic considering 1 in 8 women will be diagnosed with breast cancer in their lifetime.

“LUNA and The Breast Cancer Fund are joined by our belief that healthier choices can lead to healthier lives and reduced risks of cancer.” said Brooke Golden LUNA Marketing Manager. “Today, with the Pure Prevention Campaign, we hope to further create awareness about the environmental links to breast cancer and, more importantly, the proactive steps people can take in their own lives and communities to prevent this terrible disease.”

Fifty three percent of women consider themselves educated about breast cancer but are not aware of ways to prevent the disease. Through the Pure Prevention interactive Web site - www.pureprevention.org - women can find facts and tips to prevent breast cancer, including:

- **Create a healthy home** - Your home is your haven. Don't bring toxic chemicals into your sanctuary. Reduce your exposure to harmful chemicals by choosing chlorine-free, bleach-free and biodegradable cleaning products.
- **Eat Smart** - What you put in your body matters. Read labels and choose organic, antioxidant-rich foods and, whenever possible, hormone-free meat and dairy products.
- **Choose Safe Cosmetics** - Chemicals linked to cancer and birth defects do not belong on our bodies. Yet some popular brands of personal care products contain

these dangerous chemicals. Find out how you can identify safer products and make smarter purchases at pureprevention.org

- **Get Outside** - An active body is a healthy body. Enjoying the outdoors not only reduces stress, it boosts the immune system. Get outdoors and let nature be a reminder to live simply, healthy and well. Together we can green our homes and our planet.
- **Spread the word** - Learn the facts behind these tips and spread the word to your family and friends on how they can reduce their risks and create a healthier environment for their families.

In addition, visitors to Pure Prevention Web site can create a Pure Profile to see how they can live healthy and well. By creating a Pure Profile women can identify specific unhealthy products they currently use, as well as learn about healthy products and food to incorporate into their life.

LUNA is now putting their strongest asset behind Breast Cancer Fund by creating a bar specially formulated with prevention in mind. LUNA is adding to the financial support, donated hours, donated product and education that LUNA has always given to Breast Cancer Fund by creating the new Berry Almond bar. In this product LUNA has applied their strengths of nutrition and great taste to create a bar filled with antioxidants and phytonutrients, key ingredients for prevention, and sealed with the new campaign to help the message be heard....pure prevention campaign.

About Clif Bar & Company

Clif Bar & Company (www.clifbar.com) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women. Focused on great food and sustainability, Clif Bar works diligently to reduce its footprint on the planet from the field to the final product.

About the Breast Cancer Fund

The Breast Cancer Fund identifies — and advocates for elimination of the environmental causes of the disease, and is the only national breast cancer organization focused solely on prevention. Through public education, policy initiatives, outdoor challenges and innovative campaigns, the Breast Cancer Fund mobilizes the public, lawmakers and corporations nationwide to secure the changes needed to stop this devastating disease.

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