



CONTACT
Mary Ekman
847.244.7133
mary@pizzeys.com

FOR IMMEDIATE RELEASE
7/15/08

Pizzey's Debuts New Identity, Web Presence
Logos, web sites reflect nature-based, innovative approach

WINNIPEG, MANITOBA—Pizzey's Nutritionals has unveiled new identities for the company as well as its flagship brand, MeadowPure™ flaxseed. The change also includes fully redesigned web sites supporting both identities.

“Pizzey's MeadowPure™ is a great brand with even greater potential,” said Linda Pizzey, president and CEO of Pizzey's Nutritionals. “This new identity will establish high-impact, definitive brand images.”



The new web sites feature bold imagery and bright colors and offer a range of detailed product data as well as a wealth of information on the health benefits and potential health claims for flaxseed like MeadowPure. Product sample and literature ordering is made easy, and users have the opportunity to navigate by application or product for maximum flexibility.

See for yourself at www.pizzeys.com or www.meadowpure.com.

Pizzey's Nutritionals was founded in 1991 and is now the largest supplier of high quality, food grade flaxseed in North America. The company's innovative product line includes MeadowPure™ Ultra, a unique combination of flaxseed and marine oil that provides ALA, EPA and DHA Omega-3 fatty acids. In 2007, Pizzey's Nutritionals was acquired by Glanbia plc, an international leader in dairy foods and nutritional ingredients. Learn more about Pizzey's Nutritionals at www.pizzeys.com.