



**** PRESS RELEASE ****

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Elan Nutrition, Inc. Develops Award Winning Bar

Elan Nutrition, Inc., a leading developer and contract packer of nutrition bars based in Grand Rapids, Michigan, was recently honored with a *CSP Retailer Choice Best New Product 2005* award. The bar, developed in cooperation with one of Elan's strategic marketing partners, was deemed to be one of the twenty best new products introduced into the convenience store channel in the past year.



“It is fantastic to have our bars recognized by an independent group as the *best* and reflects Elan's continuous pursuit of innovative new bar concepts. We are excited to continue working with our strategic marketing partners to create great tasting nutrition bars contributing to a healthy lifestyle among their consumers.”

Elan Nutrition, Inc. is one of the largest developers and contract manufacturers of nutrition bars in the USA and serves a broad range of consumer branded marketing firms across the full spectrum of nutrition bars including weight management, balanced nutrition, sports nutrition and special dietary needs.

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