



**** PRESS RELEASE ****

Elan Nutrition, Inc.
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Richard Krause appointed President and CEO of Elan Nutrition, Inc.

Richard (Rich) Krause has been named President & Chief Executive Officer of Elan Nutrition, Inc. beginning October 7, 2007. Mr. Krause brings nearly 25 years of sales, marketing and general management leadership experience to Elan from a broad range of industries spanning consumer packaged food, consumer durables and industrial products.

Mr. David Finnigan, Chairman of the Board for Elan Nutrition, announced the appointment of Mr. Krause by commenting, "We are excited to have Rich join the Elan team and bring his breadth of leadership experience to our nutrition bar business. Rich has a consistent track record of profitable growth in the businesses he has led so I am confident Elan will continue on its tremendous growth trajectory."

Upon the announcement, Mr. Krause commented, "I am thrilled to join the Elan Nutrition team. Everyone from the plant floor to the senior leadership is focused on the common objective of delighting the customer in everything we do. Elan has experienced exceptional growth over the past several years and I look forward to working with our customers, suppliers and the Elan team to continue building a great company."

About Elan Nutrition

Elan Nutrition is a leading contract manufacturer of great tasting nutrition food bars. Elan develops and produces nutrition food bars across the full range of consumer segments: Balanced nutrition for meals and snacks, Diet & Weight Management including low carb, low fat and specialty diets, and Sports Nutrition including Energy and Performance Nutrition bars. Elan has strong skills in the areas of product development including nutritional functionality, product texture and taste and is able to drive the product development process from concept to formulation to commercialization in very short time frames. Elan Nutrition is an affiliate of Sun Capital Partners, Inc.

About Sun Capital Partners, Inc.

Sun Capital Partners, Inc. is a leading private investment firm focused on leveraged buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Sun Capital affiliates have invested in and managed more than 155 companies worldwide with combined sales in excess of \$35.0 billion since Sun Capital's inception in 1995. Sun Capital has offices in Boca Raton, Los Angeles, and New York, as well as affiliates with offices in London, Tokyo, and Shenzhen. For more information, please visit

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