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## **Corazonas Foods Launches First Snacks Shown to Lower Cholesterol**

At 2010 Summer Fancy Food Show, Corazonas launches foods that give consumers the Freedom to Snack™ Sensibly

**LOS ANGELES, Calif. — June 27, 2010** — Corazonas Foods, Inc. ([www.corazonas.com](http://www.corazonas.com)) will officially launch the first line of snack foods shown to lower cholesterol, including Potato Chips, Tortilla Chips and Oatmeal Squares, at the 2010 Summer Fancy Foods Show beginning today in New York City. The snacks are infused with plant sterols, which are proven to fight heart disease by lowering LDL (bad) cholesterol.

“At Corazonas we believe that no one should have to compromise on taste and enjoyment just because they are concerned about cholesterol,” said Ramona Cappello, Corazonas Founder, CEO & President. “Corazonas was founded on a passion for heart health; I personally lost my father and both grandfathers to heart disease. Diet is an important piece of the puzzle, so it’s wonderful that consumers now have snack food options that are not only healthy and delicious, but proven to help lower cholesterol.”

Plant sterols are the powerful ingredient in Corazonas snacks that give them cholesterol-lowering capabilities. They work by inhibiting the absorption of cholesterol in the small intestine by up to 50%, which in-turn can lower LDL blood cholesterol by up to 15%. Plant sterols are consumed by most people every day in fruits and vegetables, just not enough to have a significant impact on cholesterol. Corazonas uses a patented process for infusing plant sterols at beneficial levels to help naturally lower cholesterol.

The full Corazonas product line includes:

- Tortilla Chips: Lightly Salted, Squeeze of Lime and Black Bean & Cheese; 7 oz. bag MSRP: \$2.99
- Potato Chips: Slightly Salted, Spicy Rio Habanero, Italiano 4 Cheese and Parmesan Peppercorn; 6 oz. bag MSRP: \$2.99
- Oatmeal Squares: Chocolate Chip, Banana Walnut, Cranberry Flax, Peanut Butter and Chocolate Brownie & Almonds; single square MSRP: \$1.29

Corazonas is previewing the line with launches in a handful of health-conscious markets this summer, (Los Angeles, Portland, Seattle and Phoenix) in retail outlets including Safeway, Costco and Fred Meyer. A country-wide roll out of the snacks will happen later this year and into 2011. The products are also



now available for purchase at [www.corazonas.com](http://www.corazonas.com) and [www.amazon.com](http://www.amazon.com). This full launch follows successful testing of limited SKUs in select markets over the past few years.

Corazonas is appearing at the 2010 Summer Fancy Foods Show June 27-29 in booth number 5443 at the Jacob K. Javits Center in New York City.

**About Corazonas:**

Corazonas makes delicious snack foods proven to help lower LDL (bad) cholesterol. Corazonas Potato Chips, Tortilla Chips and Oatmeal Squares are infused with plant sterols, which are proven in more than 140 clinical studies to help fight heart disease by helping to lower LDL (bad) cholesterol. Finally, people with high cholesterol have the Freedom to Snack™ sensibly! For more information visit [www.corazonas.com](http://www.corazonas.com)

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