

The Go Mambo! Tour Rolls into the Northwest

July 20, 2008 – Collingswood, NJ—This Summer *Go Mambo!* is spreading the natural and organic word – and free samples – directly to consumers throughout the Northwest. Look out for a brightly colored van with the words *Go Mambo!* on it.

The *Go Mambo!* Tour hits the road in mid-July and will spend over a month traveling from retailer to retailer throughout major cities including Seattle, Portland, and Bend – the van will be laden with a trove of free samples, coupons and product information from a number of leading natural and organic manufacturers. **Clif Kid, Organic Valley, Kashi, Back to Nature, Ian's, FruitaBü, Nature's Gate, Balance, and Luna**, are just a few of the companies participating in the tour. Once on-site, *Go Mambo!* sets up sampling tables and gives shoppers the opportunity to taste and test all kinds of natural and organic foods, beverages, health and beauty items and more.

Once again the *Go Mambo!* tour is proud to announce their partnering with carbonfund.org, a not-for profit organization that supports renewable energy, energy efficiency and reforestation projects globally that reduce carbon dioxide emissions and the threat of climate change. Carbonfund.org has made it possible to make this year's *Go Mambo!* tour Carbon Free resulting in an environmentally neutral sampling excursion.

Now in its fourth year, the *Go Mambo!* tour is the marketing brainchild of Mambo Sprouts; the nation's leading natural and organic marketing company. Each quarter, 1.3 million consumers pick up a Mambo Sprouts coupon booklet in-store. Over 800 manufacturers and retailers rely on Mambo Sprouts and its 385,000-name database, newsletters, web site and in-store promotional programs to build brand recognition among the nation's growing natural and organic consumer population.

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The Go Mambo! Tour Rolls into the Northwest (continued)

“*Go Mambo!* takes the Mambo Sprouts mission directly to the people,” observes Matthew Saline, CEO of the 12-year old company. “There’s no better way to build relationships between consumers and our clients’ brands than by handing them a free sample while answering their questions.” Saline goes on to say that the natural and organic consumer tends to be information-hungry and with food and gas prices on the rise, they are looking for cost savings more than ever. “They also want to know where their food comes from, what’s in their skin cream and shampoo and whether or not their coffee company practices fair trade.”

Saline also expresses his excitement for the tours relationship with carbonfund.org and thinks, “making the *Go Mambo!* tour Carbon Free is an innovative way to provide an eco-friendly tour while still catering to a consumer market that is always on the move.” Supporting the environment, sampling products and receiving health information pique consumers’ interest, while coupon books handed out at the sampling table, provide them with a money-saving reason to purchase the products right then and there.

In addition to local supermarket and natural food stores, the *Go Mambo!* team will also make appearances at special events and festivals. For more information, and a tour schedule, visit www.mambosprouts.com.

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press release

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ABOUT MAMBO SPROUTS: Mambo Sprouts is the nation's leading natural and organic marketing company. Through a unique combination of education, information and promotion services, Mambo provides a direct link between the natural and organic consumer, product manufacturers, and retailers.

Mambo Sprouts publishes client-branded newsletters, e-newsletters, direct mail, brochures and online content (www.mambosprouts.com) that include the latest information on natural and organic foods and products along with tips, recipes and recommendations for living a healthy, natural life. Online and offline couponing as well as retail sampling and *Go Mambo!* - the company's popular mobile sampling program - provide interested consumers strong incentives to become customers.

ABOUT CARBONFUND.ORG: Carbonfund.org is the country's leading carbon reduction and offset organization with offices in the Washington DC area and San Francisco. Carbonfund.org educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbonfund.org is reducing the threat of climate change by promoting cost-effective carbon reductions and supporting renewable energy, energy efficiency and reforestation projects globally that reduce and offset carbon dioxide emissions. Carbonfund.org works with over 150 corporate and non-profit partners including the Earth Day Network, National Wildlife Federation, Dell Computers, Lancôme Cosmetics, and Working Assets. Learn more at <http://www.carbonfund.org>.

Northwest Go Mambo! Tour July 17th- August 28th 2008

NW Go Mambo Schedule								
Date	Time	Conf	Mktg Type	Title	Location	Address	City	State
WEEK 1								
7/17/08	0am-1pm		STORE DEMO	Whole Foods	Laurelhurst	2825 East Burnside St.	Portland	OR
7/18/08			EVENT	Gorge Games	Hood River		Hood River	OR
7/19/08			EVENT	Gorge Games	Hood River		Hood River	OR
7/20/08	0am-1pm		STORE DEMO	Whole Foods	Mill Plain	815 Southeast 160th Avenue	Vancouver	WA
	3p-6:00p		STORE DEMO	Whole Foods	Fremont	3535 NE 15th Ave.	Portland	OR
WEEK 2								
7/23/08	0am-1pm		STORE DEMO	Whole Foods	Redmond	17991 NE Redmond way	Redmond	WA
	3pm-6pm		STORE DEMO	PCC	Redmond	11435 Avondale Rd. NE	Redmond	WA
7/24/08	0am-1pm		STORE DEMO	PCC	Kirkland	10718 N.E 68th Ave	Kirkland	WA
	3pm-6pm		STORE DEMO	Whole Foods	Bellevue	888 116th st NE Bellevue	Bellevue	WA
7/25/08	0am-1pm		Out on the town	GO MAMBO VAN on the streets			Seattle	WA
	3pm-6pm		STORE DEMO	PCC	Fremont	716 N 34th Street	Seattle	WA
7/26/08	0am-1pm		STORE DEMO	Whole Foods	Seattle	2210 Westlake Ave	Seattle	WA
	6pm-9pm		EVENT	Touchlight Run and Parade at Seafair	Seattle	Qwest Field	Seattle	WA
7/27/08	0am-1pm		STORE DEMO	PCC	Seward Park	5041 Wilson Ave SW	Seattle	WA
	3pm-6pm		Out on the town	GO MAMBO VAN on the streets			Seattle	WA
7/28/08			BREAK					
7/29/08			BREAK					
WEEK 3								
7/30/08	0am-1pm		STORE DEMO	Whole foods	Bridgeport	7380 SW Bridgeport Rd.	Tigard	OR
	3pm-7pm		LOHAS	Bend Farmers Market	Bend	Brooks Street, Riverfront Plaza at Mirror Pond	Bend	OR
7/31/08	0am-1pm		STORE DEMO	Whole Foods	Bend	2610 N.E Hwy. 20	Bend	OR
	5pm- 8pm		GM/EVENT	Munch and Music	Bend	Drake Park Downtown Bend	Bend	OR
8/1/08	0am-1pm		Out on the town	Sunriver Resort	Bend	Resort Town Square	Bend	OR
8/2/08	9-10:30am		GM/EVENT	Portland Farmers Market Park Blks	Portland	Portland State University	Portland	OR
	10:30-1pm		Out on the town	GO MAMBO VAN on the streets	NW Portland	Downtown	Portland	OR
	3pm-6pm		STORE DEMO	Whole foods	Pearl District	1210 NW couch st	Portland	OR
8/3/08	0am-1pm		STORE DEMO	Whole foods	Fremont	3535 NE 15th Ave	Portland	OR
	3pm-6pm		STORE DEMO	Whole Foods	Laurelhurst	2825 East Burnside St.	Portland	OR
WEEK 4								
8/8/08	0am-1pm		STORE DEMO	Whole foods	Bridgeport	7380 SW Bridgeport Rd.	Tigard	OR
	11am-11pm		EVENT	Bite of Oregon	Portland	Tom McCall Waterfront Park	Portland	OR
	2pm-6pm		Out of the town	Portland to Oregon Coast	Seaside	Oregon Coast	Seaside	OR
8/9/08			EVENT	Seaside Beach Volleyball Tournament	Seaside		Seaside	OR
8/10/08			EVENT	Seaside Beach Volleyball Tournament	Seaside		Seaside	OR
8/11/08	0am-1pm		STORE DEMO	Whole Foods	Mill Plain	815 Southeast 160th Avenue	Vancouver	WA
	3pm-6pm		STORE DEMO	Whole foods	Pearl District	1210 NW couch st	Portland	OR
8/12/08	0am-1pm		STORE DEMO	Whole Foods	Fremont	3535 NE 15th Ave	Portland	OR
	3pm-6pm		STORE DEMO	Whole Foods	Laurelhurst	2825 East Burnside St.	Portland	OR
WEEK 5								
8/13/08			BREAK					
8/14/08			BREAK					
8/15/08	0am-1pm		STORE DEMO	PCC	Seattle	6514 40th Ave. NE	Seattle	WA
	3pm-6pm		STORE DEMO	PCC	Seattle	7504 Aurora Ave	Seattle	WA
8/16/08	0am-1pm		STORE DEMO	PCC	Fremont	716 N 34th Street	Seattle	WA
	3pm-6pm		EVENT	Seattle Hemp Fest	Myrtle Edwards Park	3130 Alaskan Way W	Seattle	WA
8/17/08	0am-1pm		STORE DEMO	PCC	Seattle	6514 40th Ave. NE	Seattle	WA
	3pm-6pm		STORE DEMO	Whole Foods	Rosevelt Square	1026 NE 64th St.	Seattle	WA
8/18/08	0am-1pm		Out on the town	GO MAMBO VAN on the streets	Seattle		Seattle	WA
	3pm-6pm		STORE DEMO	PCC	West Seattle	2749 California Ave SW	Seattle	WA
8/19/08	0a-1:00p		STORE DEMO	PCC	Issaquah	1810 12th Ave NE	Issaquah	WA
	3pm-6pm		Out on the town	GO MAMBO VAN on the streets	Seattle		Seattle	WA
WEEK 6								
8/22/08	0am-1pm		STORE DEMO	PCC	Seattle	7504 Aurora Ave	Seattle	WA
	3pm-6pm		STORE DEMO	PCC	Kirkland	10718 N.E 68th Ave	Kirkland	WA
8/23/08	0am-1pm		STORE DEMO	Whole Foods	Seattle	2210 Westlake Ave	Seattle	WA
	3pm-6pm		STORE DEMO	Whole Foods	Bellevue	888 116th st NE Bellevue	Bellevue	WA
8/24/08	0am-1pm		Out on the town	GO MAMBO VAN on the streets	Portland		Portland	OR
	3pm-6pm		STORE DEMO	Whole Foods	Bridgeport	7380 SW Bridgeport Rd.	Tigard	OR
8/25/08	0am-1pm		STORE DEMO	Whole Foods	Vancouver	815 Southeast 160th Avenue	Vancouver	WA
	3pm-6pm		STORE DEMO	Whole foods	Pearl District	1210 NW couch st	Portland	OR
8/26/08	0am-1pm		Out on the town	GO MAMBO VAN on the streets	Portland		Portland	OR
	3pm-6pm		Out on the town	GO MAMBO VAN on the streets	Portland		Portland	OR