

Healthy Organic Coupons Provide Relief for Cost Conscious New Englanders

Go Mambo! Tour Rolls into Northeast Offering Savings on Natural and Organic Products

Collingswood, N.J. (Sept. 8, 2008)—Consumer interest in buying green environmentally friendly products and healthy organic food remains high despite the tough economy and rising food and energy prices. A recent market research survey released by Mambo Sprouts Marketing (www.mambosprouts.com) showed that while virtually all natural and organic product consumers in New England (96%) were taking actions to stretch their food dollars, they are still placing a priority on buying green. Consumers reported using a variety of money saving strategies to offset higher food and energy prices, including coupons, stocking up on sales and cooking more meals at home.

Even with the faltering economy and rising prices, more than 8 in 10 (83%) New Englanders reported buying the same (55%) or more (28%) green environmentally friendly products vs. 6 months ago. About 1 in 2 consumers (45%) are willing to spend more for green products. Among them, 7 in 10 (68%) would pay up to 20% more. Only 1 in 4 (26%) respondents reported buying fewer natural and organic foods, as comments suggested short-term savings would have long-term costs to their family's health and the environment.

Natural and organic consumers from New England appear slightly more frugal than their counterparts on the opposite coast. About four in ten Californians (39%) and North Westerners (38%) reported buying more green products. Only 1 in 8 (13%) North Westerners and 1 in 7 Californians (14%) reported buying fewer natural and organic goods.

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*Healthy Organic Coupons Provide Relief for Cost
Conscious New Englanders (continued)*

The Mambo Sprouts survey focused on interest in shopping for green and organic products in tough economic times. The survey was issued in April 2008 and completed by 111 New England natural and organic consumers. The survey was fielded by Mambo Sprouts Marketing, a leader in natural and organic product marketing and promotions (www.mambosprouts.com).

Go Mambo!—the company's mobile sampling tour—is rolling into New England this week through mid October. Look out for a brightly colored van with the words *Go Mambo!* It will be traveling from retailer to retailer throughout Northeast cities including Boston, Providence, Hartford and Portland laden with a trove of FREE samples and coupons from a number of leading natural and organic manufacturers. Back to Nature, Rudi's Organic Bakery, Canus Goat's Milk, CLIF kid, FruitaBu, Ian's, Kashi, Nature's Gate, Oregon Chai, Think and Traditional Medicinals are all onboard.

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.