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**EARTH DAY POLL SHOWS CONSUMERS WILL ENJOY NATURE AND  
OUTDOORS AND TAKE PERSONAL ACTION TO  
BE GREEN ON EARTH DAY**

**Mambo Sprouts Survey Reveals Fewer Than 1 in 5 Will Attend  
Organized Earth Day Event Today**

**(Collingswood, NJ, April 22, 2008)** -- A recent Mambo Track™ market research survey of natural and organic consumers conducted by Mambo Sprouts Marketing ([www.mambosprouts.com](http://www.mambosprouts.com)), showed that the majority of respondents (58%) indicated a plan to simply enjoy nature/outdoors in celebration of Earth Day. One in two (48%) planned to be more environmentally responsible and reduce their carbon footprint (reduce, reuse, recycle) to help the earth such as saving energy or bringing a reusable grocery bag. One in five (22%) planned to prepare a local, seasonal, organic meal for Earth Day. Only 1 in 5 or fewer had definite plans to take part in an organized earth day event or activity such as a festival or concert (17%), Earth Day awareness event (15%) or perform community service (13%).

Survey results courtesy of Mambo Sprouts Marketing taken between April 15 and April 17, 2008 and completed by over 1,000 natural and organic product consumers. [Click here](#) to reach Mambo Sprouts for green and organic product marketing and promotions

**ABOUT MAMBO SPROUTS:** Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op mailer featuring an optional custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletter and coupon books distributed quarterly to 385,000 N&O consumers; offline and Web-based market research services; offline and online mail list development; Go Mambo!, Mambo Sprouts' mobile promotions van that travels

throughout target regions distributing product samples and coupons at major events and festivals; Web marketing including natural product instant e-coupons, sample offer promotions, and a monthly targeted health e-newsletter. Mambo Sprouts is based in Collingswood, New Jersey. For more information call (856) 833.1933 or visit [www.mambosprouts.com](http://www.mambosprouts.com)