



press release

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North Westerners Looking for Cost Savings on Green and Organic Purchasing Says Mambo Sprouts Survey

Go Mambo! Tour Rolls into Seattle, Bend, and Portland Offering Consumers Healthy Savings on Natural and Organic Products.

July 20, 2008 – Collingswood, NJ—Consumer interest in buying green environmentally friendly products and healthy organic food remains high among Northwest natural and organic product consumers 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 folks from the Washington and Oregon areas are placing a priority on buying green and 2 in 3 or more are using a variety of money saving strategies to offset higher food and energy prices, including coupons, stocking up on sales and cooking meals at home to stretch their grocery dollars.

Even with the faltering economy and rising food and energy prices, more than 9 in 10 (92%) consumers reported buying the same (54%) or more (38%) green environmentally friendly products vs. 6 months ago. About 2 in 3 consumers (66%) are willing to spend more; 7 in 10 (72%) of whom would pay up to 20% more with most (38%) willing to pay 10% or more for “green” sustainable products. Only 1 in 8 (13%) respondents reported buying fewer natural and organic foods, as individual comments suggested that short-term savings would have long-term costs to their family’s health and the environment.

Money saving topics of interest to more than 6 in 10 North Westerners included: saving money on organics (76%), finding healthy coupons and offers online (66%), and cooking healthy on a budget (63%).

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North Westerners Looking for Cost Savings on Green and Organic Purchasing Says Mambo Sprouts Survey (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 83 Washington and Oregon state 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 the Northwest this week through the end of August. Look out for a brightly colored van with the words *Go Mambo!* It will be traveling from retailer to retailer throughout major cities including Seattle, Bend, and Portland laden with a trove of FREE samples and coupons from a number of leading natural and organic manufacturers. Back to Nature, Balance, CLIF kid, FruitaBu, Ian's, Kashi, Nature's Gate, Organic Valley and Luna 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.