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PREVENTION MAGAZINE NAMES PACIFICA CULINARIA'S AVOCADO OIL AS ONE OF THEIR 25 BEST FOODS

TEMECULA, CA - June 2007 - Rich in monounsaturated fats (the "good" fats) and naturally cholesterol free, Pacifica Culinarial's All-Natural Infused Avocado Oil is one of the favorites in healthy cooking oils.

Pacifica Culinarial's luscious avocado oil is making a splash with the editors of Prevention Magazine, one of America's leading healthy lifestyle magazines. Prevention magazine has named Pacifica Culinarial's Avocado Oil as one of their "25 Best Good For You Nutrition Superstar Foods". The Avocado Oil made the cut in the "Heart Health" category that will be featured in the publication's July issue, which is now on newsstands.

Prevention Magazine states "there are over 10,000 new products that hit the shelves each year". When choosing their "25 best for you foods" not only did the products need to offer a unique health benefit, they needed to taste great and be practical enough to fit busy lifestyles. Pacifica Culinarial's Avocado Oil was chosen because it is high in monounsaturated fats (the "good fats"), low in saturated fats and provides the perfect blend for a versatile culinary product. Its uses range from the perfect ingredient to create a fresh salad dressing all the way to an application that would involve high-temperature grilling and sautéing.

According to Debbie McIntyre, President of Pacifica Culinarial, "We are honored that Pacifica Culinarial's Avocado Oil was named as one of Prevention Magazine's 25 Best Nutrition Superstar Foods. At Pacifica, we know that everyone has choices to make when deciding what and how to eat, our job is to educate the public about making a better choice. If you are going to be utilizing an oil while cooking, why not

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use a heart-healthy, delicious one like Pacifica Culinaria's Avocado Oil. It is a great way to include good fats in their diet."

Pacifica Culinaria's all-natural avocado oil is extracted from fresh Hass avocados, a fruit high in monounsaturated fats, which help lower cholesterol and promotes heart health, reduce the risk of cancer and diabetes, and enhance the bioavailability of carotenoid-rich fruits and vegetables. It contains vitamins B, D and E, and has no saturated fat, no cholesterol and no artificial flavor. Pacifica Culinaria's avocado oil's multi-functionality extends to the kitchen, where its high smoke point (500°F) makes it ideal for searing, grilling and sautéing, and its high viscosity lends a light, silky texture and refined taste to dressings.

Prevention is the #1 healthy lifestyle magazine brand and the 10th largest magazine in the nation, with more than 11 million readers. The top online health magazine destination, Prevention.com has 1.8 million unique visitors each month. Prevention magazine is published 12 times per year by Rodale Inc.

Pacifica Culinaria's complete product line is All Natural, with no artificial colors or flavors. They offer a variety of infused avocado oils, with flavors that range from a Blood Orange Avocado Oil (an NASFT winner) to a Roasted Garlic Avocado Oil. Rounding out the line they include All Natural fruit flavored balsamic and champagne vinegars and fruit flavored agave syrups, which includes last year's NASFT finalist, Black Currant Agave Syrup. The newest product in addition to the popular Wasabi Mayonnaise is the innovative 100% avocado oil based mayonnaise available in 2 creamy, rich varieties. Additionally, they offer Farm Fresh Hass Avocados and Lemons, picked to order. For more information about Pacifica Culinaria products, contact Courtney Lypps, Vice President of Operations, at (951)506-2563 or clypps@pacificaculinaria.com

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