

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

October 17, 2007

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TOFURKY PRODUCER NAMED ONE OF AMERICA'S FASTEST GROWING COMPANIES

Hood River, OR –There isn't a Tofurky in every pot yet but it appears to be trending that way.

Turtle Island Foods, home of the famous Tofurky, has been named by INC magazine as the 2,244th fastest growing small, independent business in America. There are approximately six million small (between one and 150 employees), independent businesses in the United States today.

With a four-year growth rate of 159%, Turtle Island was the 19th fastest growing food processor on the list.

Tofurky, a tasty and convenient non-meat alternative to turkey enjoyed by thousands during the holidays, has a full-line of products available year-round including six varieties of Deli Slices, three Gourmet Sausages, Franks and Breakfast Links as well as the ever-popular Tofurky Jurky.

According to industry tracking data, Tofurky is now the fastest growing brand of refrigerated/frozen meat alternatives in the USA natural foods market. This is all the more impressive now that the family owned, independent company is going up against such corporate giants as Con Agra Foods, Kraft and Hain/Celestial.

Tofurky was first introduced in 1995 as a Thanksgiving Day substitute for turkey. It was the first product to be marketed to fill the holiday needs of not only the 2.5% of Americans who are vegetarians but the larger (40% of Americans) segment of "flexitarians" who eat at least three meatless meals in one week. From this early holiday-only niche, a full line of Tofurky products can now be located year round in Whole Foods, Trader Joes, Publix, Safeway, Kroger and nearly every independent natural foods retailer. Last year, the company sold the one millionth Tofurky Roast and expects to sell over 225,000 roasts in the 4th quarter of 2007.

"Making this list of fastest growing companies is a real honor," states company founder and president Seth Tibbott. "It speaks volumes about people's search for healthy and delicious plant based protein in general and the strong, iconic place of Tofurky in our culture specifically."

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