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FOR IMMEDIATE RELEASE

**LOVE YOUR HEART**  
**Go Red with Pomegranate Infused Wine Vinegars**

BALTIMORE, MD – JANUARY 2008 – February is the month of love, of Valentine hearts, dressing in red, and thinking red pomegranates for a heart healthy diet. For February is American Heart Month, when women should express their love of life by focusing on ways to address the most important health issue facing them.

This year's American Heart Association's "Go Red for Women" campaign adds impetus to the heart awareness cause through a simple but powerful show of support on National Wear Red Day, February 1<sup>st</sup>.

Red should also be a color of choice when preparing meals during American Heart Month. Recent findings show that bright red pomegranates are rich in antioxidants, which are associated with better cardiovascular health.

"Preliminary research suggests that pomegranate juice is associated with such advantages as: Improvement of blood pressure; decreased thickness of the carotid artery lining; lowered LDL oxidation; and reduced cholesterol and plaque buildup in the blood vessels," comments Riska Platt, MS, RD who is a consultant to Pompeian, the olive oil and wine vinegar company.

Pompeian recently introduced three pomegranate infused wine vinegars – *Pomegranate Infused Balsamic Vinegar*, *Pomegranate Infused Blush Balsamic Vinegar* and *Pomegranate Infused Red Wine Vinegar*. These vinegars are ideal menu ingredients for women seeking to follow the American Heart Association's recommended steps for preventing heart disease by choosing the right healthy foods. Health conscious shoppers don't have to go to the health food store or specialty store to buy them; Pompeian's products easily can be found on grocery shelves.

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These products should not only be considered for their pomegranate juice, but according to Riska Platt, grape juice researchers have identified resveratrol, a protective chemical found in red wine; is associated with reduced platelet clumping or aggregation and lowered rates of cardiovascular disease, often referred to as the “French Paradox.” Small studies suggest that grape juice improves the elasticity of the arteries and lowers oxidation of bad LDL-cholesterol.

“Embracing a plant-based diet is important to women’s health,” Platt noted. “Numerous studies encourage women to eat the recommended ‘5-A-Day’ of vegetables and fruits. Pompeian Red Wine Vinegar, Balsamic Vinegar and new Pomegranate infused vinegars, are all sources of polyphenols, which are thought to defend against oxidative stress and other negative conditions. Another reason to consider them during American Heart Month is that vinegars add flavor to meals without salt, fat, or alcohol.”

For further information about Pompeian and its products, please visit:

[www.pompeian.com](http://www.pompeian.com)

*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.*

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NOTE: Digital file of press release and high resolution photo available upon request.