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FOR IMMEDIATE RELEASE

**New Pompeian OlivExtra® Combines The Taste of
Premium Extra Virgin Olive Oil with the Health Benefits of Canola Oil**

BALTIMORE, MD – JANUARY 2008 – Pompeian, the century-old pioneer in olive oil importing, is not resting on its past successes. The company is launching a major new product, OlivExtra, which combines the health benefits of two oils – Premium Extra Virgin Olive Oil and Canola Oil – in one product that delivers better consumer value.

“Pompeian OlivExtra is the right product for the right time, as consumers look for value and choose products that fit in a healthier lifestyle without sacrificing quality,” stated Bill Monroe, CEO of Pompeian. “This special scientific combination of the best Pompeian Extra Virgin Olive Oil and canola oil is great tasting and healthy too – with the type of nutrients that scientists are heralding as key components of a proper diet.”

According to Pompeian’s scientific team, OlivExtra’s natural olive oil contains antioxidants, is low in saturated fat, cholesterol free, has zero grams of trans fat, and is high in natural Vitamin E.

OlivExtra’s canola oil contains Omega-3. Many studies suggest Omega-3 fatty acids, when consumed as part of a healthy well-balanced diet, are associated with decreased risk in coronary heart disease. Improvements in heart rhythm, inflammation, blood pressure, platelet aggregation, and triglyceride levels are some of the observed benefits.

The FDA in 2004 announced that Omega-3 fatty acids found in salmon and tuna may be beneficial in reducing coronary heart disease, a significant health problem in the United States. While fish sources provide the most benefit, vegetable sources like OlivExtra offer an Omega-3 alternative for those who do not consume fish frequently.

The Lyon Study Heart Diet, reported on the American Heart Association’s website, lends credibility to plant sources of Omega-3. Butter and cream were replaced with a special canola oil margarine in this study, which looked at the recurrence of heart attacks among those on a Mediterranean-style Step 1 diet. The study was stopped early because the experimental group achieved such significant beneficial effects. The American Heart Association recommends 1.5 to 3 grams of vegetable Omega-3 per day.

OlivExtra’s canola oil also creates an Omega-6/Omega-3 ratio that is superior to products such as safflower oil. The ratio of Omega 6 to Omega 3 is crucial. Like the odds in horse racing and other sports, the lower the Omega-6/Omega-3 ratio, the better. Safflower has a high 77:1 ratio while OlivExtra’s ratio is just 2.6:1. It is rich in Omega-3 with a desirable taste profile of olive oil.

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Celebrity Chef Nick Stellino, who has authored seven cookbooks – including his latest, “Nick Stellino’s Dine In!” – and hosts *Nick Stellino’s Family Kitchen*, now in its sixth season on the Public Broadcasting System, noted, “OlivExtra’s higher smoke point makes it excellent for frying and sautéing. It’s the perfect substitute for vegetable oils and offers a pleasant olive oil taste while addressing current consumer desires for increased health benefits.”

For more information on Pompeian and its products, visit www.pompeian.com.

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