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FOR IMMEDIATE RELEASE

**FDA Health Claim for Canola and Extra Virgin Olive Oils
Shines Brighter Spotlight on New Pompeian OlivExtra®**

BALTIMORE, MD – October 2006 – When Pompeian, the century-old pioneer in olive oil importing, recently launched a major new product, OlivExtra, it was newsworthy because of the health benefits of its two oils – Premium Extra Virgin Olive Oil and Canola Oil – in one product that delivers better consumer value. The U.S. Food and Drug Administration (FDA) had already permitted a qualified heart-healthy claim for monounsaturated fat from olive oil, and now OlivExtra users have a new reason to rejoice – the FDA just approved a qualified health claim for canola oil with regard to reducing the risk of coronary heart disease.

According to the FDA:

Limited and not conclusive scientific evidence suggests that eating about 1½ tablespoons (19 grams) of canola oil daily may reduce the risk of coronary heart disease due to the unsaturated fat content in canola oil. To achieve this possible benefit, canola oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day. One serving of this product contains ___ grams of canola oil.

The FDA reviewed data indicating that canola oil is high in healthy unsaturated fats (93%), free of cholesterol and trans fat, and contains a low level of saturated fats (7%), a composition which helps reduce the risk of CHD by lowering total blood and low-density lipoprotein cholesterol, the bad type of cholesterol.

Two years ago the FDA made a similar claim for monounsaturated fat from olive oil, suggesting the consumption of two tablespoons (23 grams) daily.

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“This announcement reinforces our belief that health-conscious consumers will seek out Pompeian OlivExtra because of its unique dual oil combination that delivers more benefits than any single oil,” stated Bill Monroe, CEO of Pompeian. “This special scientific combination of the best Pompeian Extra Virgin Olive Oil and canola oil includes the type of nutrients that scientists are heralding as key components of a proper diet that provide consumers with a simple, affordable and convenient way of reducing their heart disease risk. And OlivExtra is not only healthy but great tasting too and a real value.”

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

In addition OlivExtra has an Omega-6/Omega-3 ratio that is superior to products such as safflower oil. Like odds in horse racing and other sports, the lower the 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. 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 American Heart Association recommends 1.5 to 3 grams vegetable Omega-3 per day.

Pompeian is celebrating its 100th year in Baltimore. As a leader in fine wine vinegars, olive oils, and gourmet cooking wines, Pompeian, Inc. offers "The Healthy Table" Recipe Booklet featuring 24 recipes, including three recipes from famous cookbook author and TV personality, Nick Stellino, and nutritional tips from Riska Platt, MS, R.D. This \$8.95 value is available for just \$2.50. An order form is available at www.pompeian.com or send your name and address along with a check/money order made payable to Pompeian Healthy Table to Pompeian "Healthy Table" Recipe Book Offer, PO Box 385, Paramus, NJ 07653-0385

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