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For Immediate Release

Mary's Gone Crackers Appoints United Natural Foods, Inc. Executive Richard Antonelli to its Board of Directors

Industry Expert Joins Gourmet Cracker Company as Part of Accelerated Growth Strategy

Gridley, Calif. (Feb. 18, 2008) – Mary's Gone Crackers, makers of gourmet gluten-free foods, has named Richard Antonelli, Executive Vice President, Chief Operating Officer and President of Distribution for United Natural Foods, Inc. (UNFI), to its board of directors. The company elected Antonelli as part of an aggressive growth strategy planned for 2008, which also includes the addition of executive and field level management positions.

“We've worked hard to ensure Mary's Gone Crackers remains a unique company with authentic and innovative products, and focusing on building a world class team to help us support this vision is essential to our success,” said Dale Rodrigues, President and CEO of Mary's Gone Crackers.

“When Rick expressed an interest in joining our team as a director, we all knew he would be a perfect fit. Rick's knowledge of and experience in the natural foods industry will provide a unique layer of insight and vision for our board. We could not be happier.”

Antonelli has served in a variety of roles within UNFI, the nation's leading wholesale distributor to the natural and organic foods industry, since its inception in 1996. Prior to working with UNFI, he served as Director of Sales for Cornucopia Natural Foods, the company's predecessor. Antonelli also honed his entrepreneurial skills on the manufacturing side of the natural foods industry as Co-Founder and President of Fairfield Farm Kitchens.

“My role at UNFI gives me significant insight into emerging brands and industry trends, and I am pleased to join a company at the forefront of natural foods innovation,” said Antonelli. “Mary's Gone Crackers bridges the gap between taste and nutrition with its unique food offerings, and I am anxious to help them build on their brand and growth strategy.”

The company also recently closed a minority equity investment with Greenmont Partners that included the appointment of Paul Repetto, a partner of Greenmont Capital, to the Mary's Gone Crackers board of directors. Previously, Repetto was a Co-Founder and Director of Horizon Natural Foods and also served as President of Westbrae Foods. In addition to building a premiere

board of directors, Mary's Gone Crackers also appointed Michael Quinn as Vice President of sales. Quinn joins the company from Kellogg's, where he served as Vice President of sales for Kashi. Quinn also served on the board of directors for the Natural Nutritional Foods Association (NNFA) from 1987 to 2006 and owned two health food stores from 1983 to 1995.

Loaded with whole grains and nutritious ingredients, Mary's Gone Crackers are organic, gluten-free and contain no added oils, trans-fats, sugar or dairy. Mary's Gone Crackers offer a savory taste sensation and satisfying crunch in five delectable flavors. Mary's Gone Crackers can be found nationally in grocery stores and natural food stores, including Whole Foods and Wild Oats. For more information about Mary's Gone Crackers, please visit www.marysgonecrackers.com. For distribution or sales information please call 888-258-1250 or send an email to info@marysgonecrackers.com.

About Mary's Gone Crackers

Founded in 1999, by Mary Waldner and Dale Rodrigues, Mary's Gone Crackers is a line of delicious gourmet crackers offering a savory taste sensation and satisfying crunch in five delectable flavors. Loaded with whole grains and nutritious ingredients, Mary's Gone Crackers are organic and gluten-free and contain no added oils, trans-fats, sugar or dairy. Mary's Gone Crackers are available in natural and grocery stores nationwide. For more information, please visit www.marysgonecrackers.com.

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