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**SIMPLY BREAD EXPANDS
TO EXCLUSIVE LOCATIONS IN TUCSON**

PHOENIX—(September 2007) – The hottest new bread products to hit the Arizona desert are now available in Tucson. In its partnership with AJ's Fine Foods, Simply Bread began bread delivery to the Tucson AJ's at Skyline and Campbell earlier this year and has since added Miraval, Rincon Market and Feig's Kosher Foods as exclusive suppliers. And it's not day-old bread; it's baked in the Phoenix bakery during the middle of the night, loaded on a truck and delivered in the early morning hours, ALWAYS FRESH, to Simply Bread's Tucson customers.

Ever since Simply Bread began baking in Phoenix in February of 2006, those in the know who wanted their traditional European breads had to visit the company's Bread Bar in Phoenix or dine at one of the Valley's top restaurants such as the Ritz-Carlton Phoenix, Four Seasons Resort Scottsdale, Royal Palms Resort and Spa, Fairmont Scottsdale Princess, The Phoenician, Binkley's restaurant in Cave Creek, and Vincent on Camelback.

In November 2006, the management team of AJ's Fine Foods approached Simply Bread to be their exclusive supplier at all AJ's stores in the Phoenix area. From day one, the in-store demand for the breads was so strong that AJ's asked Simply Bread to begin delivery to Tucson.

The marriage with AJ's, the Valley's leading purveyor of fine foods, was a logical step in Simply Bread's meteoric success. Their unparalleled shopping environment, incredible range of products and services, and their unrivaled commitment to customer service is second-to-none.

Similarly, Simply Bread head baker and bread savant, Jeffrey Yankellow, approaches the art of baking bread with equal fervor. His expertise and commitment to great bread is unrelenting, as he states that "there are no compromises, no short cuts, absolutely no hidden fats, no hydrogenated anything or unnatural flavor additives" in his products. Yankellow uses sourdough cultures rather than

preservatives to maintain freshness and loves to say that “time is flavor” noting that Simply Bread’s loaves require 36-72 hours to ferment. “It’s this slow, tedious process that sets us apart, maintains the integrity of the bread and brings forth the natural flavor of the basic ingredients. After all these years, the best equipment is still a baker’s hands.” And Yankellow knows what he’s talking about – he led the U.S. Team to an upset win in the last Coupe du Monde de la Boulangerie, known as the Olympics of bread baking.

The result of Yankellow’s intensity: breads that are nutritionally perfect food, have a dark crust with a substantial chew and an enticing acidic aftertaste. And finally, Simply Bread’s products are Kosher, certified by the Orthodox Union, which is internationally recognized as the highest Kosher standard in the world.

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