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LUNA® Introduces New Chocolate Flavors

Four Chocolate Fixes to Satisfy Valentine's Day Cravings

BERKELEY, Calif. (January 19, 2011) – With Valentine's Day fast approaching, LUNA®, the maker of the Whole Nutrition Bar for Women®, unveils new chocolate flavors across its line of entirely natural and organic snacks. LUNA Bar offers new Chocolate Dipped Coconut and Chocolate Chunk, while LUNA Protein introduces Mint Chocolate Chip and Chocolate.

“Women can feel good about indulging in chocolate this Valentine's Day with LUNA's nutrient-dense snacks,” said Tara DelloIacono-Thies, R.D., in-house nutritionist for LUNA. “The variety of new chocolate flavors provide women more options to get the nutrients they need, like vitamin D, calcium, folic acid and iron, while satisfy chocolate cravings in less than 200 calories.”

LUNA® Bar

Dedicated to delivering the best tasting women's nutrition for today's active women, Chocolate Dipped Coconut offers the deliciously decadent combination of toasted coconut and chocolate, while Chocolate Chunk is inspired by the classic chocolate chip cookie with big chunks of dark chocolate.

Nutritional Benefits for LUNA Bar

- 8-10 grams of protein
- Low glycemic
- Entirely natural and made with 70% certified organic ingredients
- Women-specific nutrition
 - A good source of vitamin D to support calcium absorption
 - High in folic acid and calcium
 - A good source of iron
 - Rich in antioxidants (vitamins A, C and E)
 - Good source of fiber

LUNA® Protein

Mint Chocolate Chip offers a refreshing peppermint balance to the chocolate nougat and chocolate chips, and Chocolate is an indulgent chocolate fix with chocolate chips and crisps. LUNA Protein satisfies hunger with 12 grams of protein and 3 grams of fiber. Additionally, the latest flavors are gluten free, offering a great natural and organic protein option for anyone with dietary restrictions around gluten. The rest of the LUNA Protein flavors will transition to a gluten free claim on packaging in Spring 2011.

Nutritional Benefits for LUNA Protein

- 12 grams of soy/whey protein
- Under 200 calories
- Entirely natural and made with organic ingredients
- Gluten free

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- Women-specific nutrition

- A good source of vitamin D to support calcium absorption
- High in folic acid and calcium
- A good source of iron
- Rich in antioxidants (vitamins A, C and E)
- Good source of fiber

Product Pricing & Availability

The new flavors are now available at grocery and natural food retailers nationwide. They are also available online at www.lunabar.com with a suggested retail price of \$1.39.

Connect with LUNA on Facebook at www.facebook.com/luna.

About Clif Bar & Company

Clif Bar & Company is a leading maker of nutritious, all-natural, organic foods and drinks, including CLIF® BAR energy bar, LUNA®, The Whole Nutrition Bar for Women®; and CLIF Kid®, Nourishing Kids in Motion®. Focused on sports nutrition and healthy snacks, the company is committed to sustaining its people, brands, business, community and planet. (www.clifbar.com)

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