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LUNA® Unveils Product Line with New Vitamin D Recipe

Celebrating Ten Years of Nourishing Women from the Inside Out with Updated Nutrition Bars

BERKELEY, Calif. (July 21, 2009) – In response to women’s ever-changing nutritional needs, LUNA®, the makers of the Whole Nutrition Bar for Women®, today announced a new LUNA bar recipe with added Vitamin D to help support women’s calcium absorption and promote more complete bone health.

“Nearly half of American women¹ are not meeting the RDA’s suggested intake of Vitamin D,” said Tara DelloIacono-Thies, R.D., in-house nutritionist for LUNA. “The new recipe includes 15 percent of a women’s daily Vitamin D value, along with calcium, iron, folic acid and vitamins A, C and E, allowing women to have a delicious, easy option to get the nutrients they need.”

Coinciding with LUNA’s 10 Year Anniversary, the new recipe commemorates a decade of nourishing women from the inside out. LUNA continues to provide women with the taste they love and the nutrition that their bodies crave.

“LUNA has always been dedicated to staying current with the latest knowledge around women’s nutrition to ensure that our food continues to deliver on the nutrients women need most,” said Nicole Pernerl, brand manager, LUNA. “The new recipe underscores our commitment to women’s nutrition.”

LUNA’s new Vitamin D recipe hits shelves this summer in all of the LUNA flavors that women have come to love, including White Chocolate Macadamia, Lemon Zest and Nutz Over Chocolate.

Nutritional Benefits for LUNA’s New Recipe

- 170-190 calories each
- Entirely natural and made with 70 percent certified organic ingredients
- Women-specific nutrition
 - A good source of Vitamin D to support calcium absorption
 - High in folic acid, calcium and iron
 - Rich in antioxidants (Vitamins A, C and E)
- 3-5g Fiber
- 8-9g Protein
- Low glycemic

Product Pricing & Availability

LUNA Bars are sold at select retailers, including Target and REI stores nationwide, and online at www.lunabar.com with a suggested retail price of \$1.39.

About Clif Bar & Company

Clif Bar & Company is a leading maker of all-natural and organic foods and drinks, including the organic certified CLIF® BAR energy bar, delivering Nutrition for Sustained Energy®, and LUNA®, The Whole Nutrition Bar for Women®. Committed to sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.

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¹ The report was published in the Online edition of the *Archives of Internal Medicine*. For the study, more than 13,000 men and women took part in the Third National Health and Nutrition Examination Survey.