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LUNA® Introduces New Peanut Honey Pretzel Flavor
Spend this Valentine's Day With Your New Favorite "Honey"

EMERYVILLE, Calif. (January 26, 2012) – LUNA®, the makers of the Whole Nutrition Bar for Women®, today introduced its newest LUNA bar flavor, Peanut Honey Pretzel. Kiss your sweet and salty cravings goodbye this Valentine's Day with a snack that combines complementary flavors, the smooth sweetness of honey layered with the salty crunch of peanuts and pretzels, for a sophisticated sensory experience to delight taste buds.

“Loaded with protein-rich peanuts, LUNA's latest offering keeps any on-the-go woman satisfied and satiated without the unnecessary guilt that is often accompanied with indulging in a tasty snack,” said Tara DelloIacono-Thies, Registered Dietitian and nutrition strategist for LUNA. “We are committed to delivering quality products that fulfill the taste women crave while supplying the body with key nutrients women need such as calcium, folic acid, iron and vitamin D.”

Peanut Honey Pretzel is the latest addition to LUNA's expansive line of nutrient and flavor packed snacks made specifically for women. Since the brand's inception in 1999, LUNA has recognized the important role snacks play in a woman's healthy lifestyle. LUNA, alongside the Institute for the Future, an independent non-profit research organization, reinforced these notions with findings from a collaborative study released today, “The Power of Snacking: The Next Decade of Women's Changing Nutrition Report,” which forecasts generational trends in women's snacking over the next ten years. The study found that women are no longer adhering to traditional eating patterns, but rather are choosing to snack when and where most appropriate for their often busy schedules. Additionally, the findings confirmed that women value their snack time immensely, and use this time as a way to escape, rejuvenate, and enjoy being with friends.

LUNA's newest foray into salty-sweet snacks with Peanut Honey Pretzel brings women yet another delicious and nutritious treat to enjoy during their next snacking escape.

Nutritional Benefits

- 70 percent organic
- Under 200 calories
- 9 grams of protein
- Good source of fiber (3g)
- High in calcium, folic acid, iron
- Good source of vitamin D
- Low glycemic

Product Pricing & Availability

Peanut Honey Pretzel is available at grocery and natural food retailers nationwide. The bars can also be found online at www.lunabar.com with a suggested retail price of \$1.39.

Connect with LUNA on Facebook at www.facebook.com/luna and on Twitter at www.twitter.com/lunabar .

About LUNA®

LUNA®, nourishes women with delicious snacks made from organic ingredients and with the essential vitamins women need. LUNA connects, supports and celebrates women with programs such as LUNAFEST®, a national traveling fundraising festival of short films by...for...about women, and Team LUNA Chix, an all-women's sport group inspiring women to learn new sports and be active. LUNA proudly donates one percent of its sales to a variety of women's nonprofits and the Breast Cancer Fund through the Clif Bar Family Foundation. (www.lunabar.com)

About “The Power of Snacking: The Next Decade of Women’s Changing Nutrition Report”

In July 2011, LUNA and the Institute for the Future conducted a research project to identify, analyze and forecast the significant trends and forces shaping the way American women snack. The report looks at the transformation in snacking from the perspective of four generational bands of American women and forecasts the values, attitudes, and behaviors they will adopt to navigate the complex decade ahead. The study's findings were derived from a combination of exploratory group interviews and in-home interviews with women across four age ranges with a good mix of ethnicity, occupations and household configurations.

The report and related research materials are available at www.thepowerofsnacking.com.

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