



FOR IMMEDIATE RELEASE

**RUSTIC CRUST LAUNCHES ALL-NATURAL, OLD WORLD
CRUSTS, FLATBREAD PIZZAS AT EXPO EAST**

*Whole Foods, Shaw's, Hannaford, To Distribute Home Pizza Products From
New Hampshire Based Bakery This Fall*

Pittsfield, NH, (September 13, 2005) —Rustic Crust today announced the launch of its all-natural, Old World crusts and flatbread pizzas. Rustic Crust products will debut September 15-18 at Expo East in Washington, D.C. and be available in major retail and specialty food stores throughout the northeast, such as Whole Foods, Shaw's, and Hannaford, this fall. Rustic Crust products include fresh, ready-made crusts and frozen all-natural flatbread pizzas, featuring whole grains and Old World baking traditions.

“Your family deserves more than the processed food mentality,” said Brad Sterl, Crust Crusader, founder and president of Rustic Crust. “Time-honored tradition mixed with whole grain health bakes the best crusts and flatbread pizzas. In the same amount of time it takes to order and pick up a pizza, you can make a Rustic Crust meal fresh at home, the way you like it.”

Founded in 1996 as Ever Better Eating, Inc., Rustic Crust is a New Hampshire based bakery specializing in all-natural, Old World crusts and flatbread pizzas. Using traditional baking methods, each Rustic Crust and flatbread is formed by hand, allowed to slowly ferment, double proofed, and then baked in custom ovens for rich flavor.

Rustic Crust is committed to using the highest quality, all-natural ingredients. Whenever possible, fresh, local and organic ingredients are used, such as whole grain flour, fresh herbs, cold-pressed olive oil, vine-ripened tomatoes, handpicked vegetables, and cheese from small New England farms. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or sugar is added. Fresh, ready-made crusts include Cheesy Herb, Italian Herb, Tuscan Six Grain, Classic Sourdough and Ultimate Whole Grain, in two different sizes. Frozen, all-natural flatbread pizzas include Basil Pesto & Roasted Red Pepper, Ultimate Cheese & Herb, and Cheese & Vine-Ripened Tomato.

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“Rustic Crust is poised to lead the home pizza category with its high quality, shelf-stable, all-natural product line,” said Fred Alper, former president and chairman of Morris Alper, Inc., a nationally known food brokerage for several decades before merging into Acosta Sales, and board member of Rustic Crust.

“Home Pizza represents nearly a three billion dollar category, with seven percent growth from 2000-2004,” continued Alper. “And with crossover into the skyrocketing natural foods category, Rustic Crust has huge market potential with innovative, convenient, and all-natural products.”

Now more than ever, consumers are making more pizzas at home. According to the National Association of Pizzeria Owners, the average family eats pizza at home 30 times a year.

Rustic Crust products are the only ready-made, Old World crusts that store for up to four months in a pantry naturally. All-natural oxygen absorbers preserve freshness without the need of artificial preservatives commonly found in other shelf-stable products.

Rustic Crust will be located at booth #213 at Expo East in Washington, D.C. September 15-18.

About Rustic Crust

Rustic Crust is a New Hampshire based bakery specializing in all-natural, Old World crusts and flatbread pizzas that are as convenient as they are delicious. Rustic Crust was founded on the belief that time-honored tradition mixed with whole grain health bakes the best crusts and flatbreads. Rustic Crust is committed to using the highest quality, all-natural ingredients such as whole grains and fresh produce. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or added sugar. For more information, visit www.rusticcrust.com.

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