

Daily Snack Bars May Facilitate Weight Loss

Pilot Study Led by Dr. David Katz, Director of Yale University's Prevention Research Center Links KIND Fruit + Nut Bars to Weight Loss and Decrease in Blood Pressure

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Snacking- at least on the right kind of food- may help with weight control, according to a recently completed pilot study at The Yale-Griffin Prevention Research Center. In the pilot study, 20 overweight adults consumed two KIND Fruit & Nut Delight Bars per day for eight weeks along with their habitual diet. The group experienced an average weight loss of 0.6 pounds, and a reduction of 0.2 in their BMI, along with lowered blood pressure (-3.6 systolic and -1.7 diastolic). Given the modest sample size, these findings are suggestive rather than definitive, and an expanded follow-up study is now planned.

"Snacking can add calories to the diet, and cause weight gain," said Dr. David L. Katz, the principal investigator, and Director of Yale University's Prevention Research Center. "But snacking on wholesome foods can help control appetite and weight, while providing excellent nutrition- and displacing less filling foods that contribute empty calories. KIND bars are just that kind of snack food, made principally of nuts and fruits. We were gratified to see preliminary data support the hypothesis that such bars may offer health and weight benefits when consumed routinely. We are now eager to conduct an expanded study and generate more definitive results."

KIND Fruit + Nut Bars are manufactured by PeaceWorks Holdings LLC, an American company based out of Texas and New York. According to the CEO of the company, Daniel Lubetzky, the line was introduced five years ago to "address the need for snacks that can be both healthful and delicious – to be KIND to one's body at the same time as we are KIND to our taste buds."

Mr. Lubetzky added, "We are grateful for Dr. Katz's research, which we consider essential as our nation is challenged to overcome the diabetes and obesity epidemics. We are thrilled at the potential of having scientific data confirm our intuition for creating healthy snacks from wholesome ingredients you can see and pronounce."

About Yale-Griffin Prevention Research Center

The Yale-Griffin Prevention Research Center (PRC) was established in 1998 through funding from the Centers for Disease Control (CDC). One of 33 such centers nationwide

representing academic/community partnerships, the Yale-Griffin PRC is engaged in interdisciplinary applied prevention research in collaboration with community partners, federal, state, and local health and education agencies, and other universities. The goal the PRC is to develop innovative approaches to health promotion and disease prevention that will directly benefit the public's health, first locally, and then nationally. For more information, please visit www.yalegriffinprc.org.

About KIND Fruit+Nut Bars

KIND is an award-winning brand of all-natural fruit and nut bars made by PeaceWorks, a "not-*only*-for-profit" gourmet and healthy foods company based out of New York, NY. Since its launch in 2004, KIND's handmade bars have quickly ascended the ranks of the nutrition bar category to become one of the Top 4 selling brands in natural food stores across the United States, according to SPINS Market Data. Available in over 20,000 locations in every state in the U.S., KIND offers a delicious, wholesome, and healthy alternative to the mash-up energy bars largely composed of emulsified fillers like high-fructose corn syrup and hydrogenated oils. Among other high praise and awards, KIND won *Health Magazine's* "Snack of the Year" in 2005 and the Best New Product Award at the Natural Products Expo in Oct 2008. Learn more about KIND by visiting www.KindSnacks.com.

About PeaceWorks Holdings LLC

PeaceWorks Holdings LLC is a "not-*only*-for-profit" gourmet and healthy foods company based out of New York, NY. Since its beginnings in 1994, PeaceWorks Holdings has been a business that pursues both profit and peace. PeaceWorks currently sells three different lines of products: KIND Fruit + Nut Bars, Bali Spice (Asian cooking sauces), and MEDITALIA Tapenades and Pestos.

KIND is an award-winning brand of all-natural fruit and nut bars that donates five percent of profits to the PeaceWorks Foundation's philanthropic efforts. Bali Spice is a gourmet line of ready-to-use sauces from Thai, Indian and Chinese cuisine, and made in a woman-owned factory in Indonesia, through the cooperation of Christians, Buddhists and Muslims. MEDITALIA Tapenades and Pestos are produced in Israel through cooperation between Israelis and Arabs from neighborhood countries. Similar to KIND, five percent of profits from Bali Spice and MEDITALIA sales also go to the PeaceWorks Foundation.

The PeaceWorks Foundation is a non-profit organization that fosters co-existence between people in conflict across the world, and particularly in the Middle East. The company has made such an impact with its efforts that in December 2007, PeaceWorks won *Fast Company's* "Social Capitalist Award" for the fourth consecutive year. Earlier this spring, the PeaceWorks Foundation and its OneVoice Movement to foster co-existence in the Middle East received the prestigious \$1 million award from the Skoll Foundation for Social Entrepreneurship.

Learn more about PeaceWorks and OneVoice Movement at www.peaceworks.com and www.onemillionvoices.org.