

For Immediate Release – July 2006

PHOENICIA® Patisserie, NASFT Finalist OUTSTANDING NEW PRODUCT 2002 Announces the Re-launch of BaklaBites®, the MEDITERRANEAN SNACK and COFFEE FEST SEATTLE First Runner up BEST NEW PRODUCT with attractive NEW package-art design.

Phoenicia® Patisserie is an Exclusive Importer/Wholesaler that Established US Market operations in 2001, catering to the specialty food industry.

“Our family tradition of making the finest gourmet pastries dates back to 1881, made of only the finest ingredients, our confections blend pistachios, pine nuts and cashews with delicate phyllo, crunchy shredded pastry and a touch of sweetness,” said Amer Hamedi, CEO and general manager, Phoenicia® Patisserie “The result is a lightly sweet, wonderfully unique dessert that only Nature’s best and our family’s experience could create.”

Phoenicia® Patisserie’s **Shelf Stable** Product Line Includes:

Gift Boxes – Award winning individually wrapped assortments of Mediterranean pastries, expressing the romantic old world traditions and finest quality confections, making them ideal as gifts or as components in gift baskets.

BaklaBites® - Gourmet baklava is now ready for impulse purchases in a convenient and shelf stable method, when placed at the checkout stand or as a compliment to coffee/tea service areas. Each counter-top display box contains 12 – 3 piece shelf stable “bars”.

Food Service – Containing approximately 165 pieces of Pistachio Nut Rolls and 180 pieces of Pine Nut Diamonds, these Mediterranean pastries provide the lightly sweet taste that compliments any gourmet repast that you serve.

Embark on a delectable culinary journey and delight in the sweet traditions of Phoenicia® Patisserie.