

FOR IMMEDIATE RELEASE

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**New Snack Nuts Make You Go Loco for Cocoa!
Ricky's Lucky Nuts launches Cocoa & Vanilla-Bean Peanut**

DURANGO, Colorado—April 21, 2010 —Ricky's Lucky Nuts introduces a brand new flavor to its popular snack peanut collection—Cocoa & Vanilla Bean. The new and trendy peanut snack company has paired two separately delicious glazed peanuts—rich, dark cocoa and sweet, real vanilla bean—to deliver a unique and distinctive snack peanut like no other.

"I think we've revolutionized the snack peanut and transformed it into a flavor adventure," says Paul Gelose, founder of Ricky's Lucky Nuts. "Our Cocoa & Vanilla Bean All Natural Peanuts have an addicting flavor that will define an entirely new choice of snack peanut."

Ricky's Lucky Nuts' Cocoa & Vanilla Bean peanuts satisfy the sweet tooth and chocolate craving without the extra sugar and saturated fats loaded within the average chocolate bar. The cocoa peanuts are glazed with organic, fair trade cocoa sourced from sustainable growers in Peru, while the vanilla peanuts are seasoned with real vanilla bean and organic vanilla powder extract. As with all flavors of Ricky's Lucky Nuts, the Cocoa & Vanilla Bean ingredient list is gluten-free and all-natural: Peanuts, Sugar, Organic Cocoa Powder, Salt, Organic Vanilla Powder Extract, Natural Vanilla Bean

Ricky's Lucky Nuts uses only the finest natural ingredients, a belief that remains strong with the introduction of the Cocoa & Vanilla Bean flavor. The existing product line includes 4 savory flavors: The Original Style, Bombay Curry Coconut, Spicy Chile Chipotle and Black Pepper & Salt.

Ricky's Lucky Nuts ensures that their snack peanut is not only tasty, but is a healthy snack option. The peanuts are dry-roasted with no added oil, which means there are zero trans-fats and zero cholesterol. Nearly 80% of the fat naturally occurring in peanuts is unsaturated fat—the good fat—which may actually help lower LDL cholesterol. Ricky's Lucky Nuts are a good source of Omega 6 fatty acids that may help reduce the risk of heart disease and an excellent protein source.

The 2-ounce grab-n-go snack bag is for the on-the-go consumer. Our savory flavors are ideal protein-rich afternoon "pick-me-up's" and our new Cocoa & Vanilla Bean is a healthy breakfast alternative for the drive into work when you didn't have time to make breakfast at home. Ricky's Lucky Nuts can be a perfect solution for moms looking for a healthy replacement of chips or cookies in the lunch box. We also have found a market for athletes, particularly cyclists, who need tasty but compact snacks that provide plenty of energy and taste a lot better than energy bars.

Product Availability

Cocoa & Vanilla Bean will be available April, 2010. Ricky's Lucky Nuts in six and two-ounce packages are available at select Whole Foods, HEB's, Albertsons, City Markets, Tony's Markets and Pharmacy Integrative Pharmacies, as well as independent groceries, specialty shops and fine hotels. They are also available on line at Amazon.com or at www.rickysluckynuts.com. Interested distributors and retailers should contact Ricky's Lucky Nuts at (888) 756-6887. For more information contact Anne at 970-749-0991 or pr@rickysluckynuts.com

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