

FOR IMMEDIATE RELEASE

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**Ricky's Lucky Nuts Signs Pro Cyclists
Ricky's Riders Aiming To Leave Opponents Dry-Roasted**

DURANGO, Colorado—May 19, 2010—Ricky's Lucky Nuts is excited to announce a 2010 sponsorship agreement with three professional cyclists. Marisa Asplund, Chris Heath and Teal Stetson-Lee have all agreed to terms with Ricky's Lucky Nuts for the 2010 season that will see the Durango-based peanut snack company fuel the cyclists' success.

"We are extremely proud to team up with these three outstanding cyclists. We hope that they achieve their cycling goals for 2010 with Ricky's Lucky Nuts as an integral part of their training diet," says Paul Gelose, owner and developer of Ricky's Lucky Nuts. "Our high-in-protein, dry-roasted peanuts are a fantastic source of sustained energy, giving professional athletes the strong foundation they need to triumph at the highest level of competition."

Athletes require healthy snack options to fuel their rigorous training and competition programs. Ricky's Lucky Nuts is a healthy, convenient peanut snack that possesses an essential blend of nutrition professional athletes require to succeed. To promote their sporting snack potential, Ricky's Lucky Nuts chose 3 professional athletes who celebrate the outdoors, live a healthy lifestyle and resonate similar missions and responsibilities. Cycling and Ricky's Lucky Nuts are a natural, healthy partnership.

Marisa Asplund - Pro Road Cyclist and Pro Triathlete

"Two scoops of whey protein and a handful of The Original Peanuts in my daily smoothie are my secret energy snack."-Marisa

Marisa has been a professional cyclist for 5 years, currently racing for elite team DFT p/b Treads. In 2007, Marisa won the Tour of the Gila "Gila Monster" road race. Marisa also competes in duathlons and triathlons. She won the 2010 Powerman Alabama Elite Duathlon, earning her the title of USAT Elite Duathlon National Champion. This win secured her place in the World Duathlon Championships to be held in Scotland, 2010! Marisa lives and trains in Durango, CO and her favorite Ricky's Lucky Nuts flavor is **The Original Style**.

Chris Heath - Pro-elite Downhill Racer

"An hour before a training ride I eat a bag of Cocoa & Vanilla Bean for sustained energy. They are also great road trip food for the long hours we spend in the van on the way to the races."- Chris

Chris' main discipline is downhill, but he also competes in slalom. He is the 2009 Pro Gravity Tour Winner and now races for Team KHS Factory Racing. Chris lives and trains in Durango, CO and his favorite Ricky's Lucky Nuts flavor is **Cocoa & Vanilla Bean**.

Teal Stetson-Lee - Pro Cross Country and Cyclo-cross Racer

"The best way to eat Ricky's Lucky Nuts is straight out of the bag after a big ride."-Teal

Teal started her racing career in 2006 as a member of the Fort Lewis College Women's Cycling Team. In 2008, she joined Team Velo Bella as an expert and in 2009 turned pro. An all-around athlete, Teal has competed in cyclo-cross and qualified for the Junior Olympics 3 years in a row in cross country skiing. In 2009, Teal won the USA Cycling National Cyclo-cross Division I Championships riding for Fort Lewis College. Teal recently signed with two professional teams, Team Rocky Mountain Chocolate Factory for cross-country racing and Team Cal-Giant Strawberry Cyclo-cross for cylco-cross racing. Teal lives and trains in Durango, CO and her favorite flavor of Ricky's Lucky Nuts is **Bombay Curry Coconut**.

Product Availability

Ricky's Lucky Nuts in Cocoa & Vanilla Bean, The Original Style, Bombay Curry Coconut, Spicy Chile Chipotle and Black Pepper & Salt are available in six and two-ounce packages 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 or product samples please contact Anne at 970-749-0991 or pr@rickysluckynuts.com .

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