



For Immediate Release

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Justin's Solidifies Company Structure and Secures Key Investors

VP Lance Gentry now president while founder Justin Gold remains CEO; company brings on sophisticated private investors

BOULDER, Colo. (Apr. 7, 2010) — Justin's, a leader in the all-natural nut butter industry, announced today its newly restructured and reinforced management team, which includes current VP of sales and marketing Lance Gentry as the new company president, with founder Justin Gold remaining as CEO and face of the brand.

"Lance has done an amazing job over the past eighteen months with Justin's, and I am confident in his abilities to take on the role of president and run the company," said Gold. "Lance is all about getting things done, and because of his rock star management capabilities I will be able to spend time on the road, speaking and educating about the Justin's brand and vision and staying close to our investors and board.

Gentry has almost 20 years of experience in sales, marketing and brand development, from a wide array of industries including technology, entertainment and consumer packaged goods. His most notable role of late was as the head of marketing, food service sales and international sales for IZZE Beverage Company.

"I'm grateful for the opportunity to grow such a great company and I look forward to continuing the success we've been able to achieve together over the past eighteen months," said Gentry. "Justin, and Justin's, are forces to be reckoned with."

In addition to the updated management structure, Justin's has received private funding from new key investors that will also help fuel the company's accelerated growth, and will allow the company to run more efficiently and effectively. Notable new investors include Alex Bogusky (ex-chairman of Crispin Porter + Bogusky and currently with MDC), TDA's Thomas Dooley and Jonathan Schoenberg, Stephen Groth (previously of Omnicom and currently with MDC), J Murray Hill (Trustee of the Marshall Field Trust), Don Gaidano (ex-CFO of Horizon's Organic), Andrew Keller (Chief Creative Officer of Crispin Porter + Bogusky), and Gay Mayer (CPG cosmetics industry expert).

"As an early investor of Justin's, I'm thrilled with the company's growth to date and look forward to the added expertise of the latest round of investors," said investor David Moll, ex-CEO of Webroot and Green Garage board member. "The company is maturing and succeeding, even beyond my initial expectations — it is an exciting time to be on board."

About Justin's:

Justin's is the premier nut butter company on the planet manufacturing organic and natural nut butters using a small batch, proprietary grinding process. Justin's began in 2002 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food stores in Boulder, Colo. Today, Justin's is available nationally at fine retailers including: Whole Foods Market, Vitamin Cottage, Toys "R" Us, REI, Jewel Osco, Alaska Airlines, King Soopers, HEB, City Market, Fairway Markets and many more. Justin's is available in 16oz jars, 1.15oz squeeze packs and .5oz squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. For more information please visit: www.justinsnutbutter.com.

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