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## **All Natural, Freeze-Dried Funky Monkey™ Snacks Now Certified Organic**

*100% Real Fruit Meets USDA Natural Organic Program (NOP) Standards*

**FISHERS, IN – (September 10, 2008)** – Funky Monkey™ Snacks, makers of Fruit That Crunches!®, today announced that its Bananamon®, Purple Funk® and Jivealime® all natural, freeze-dried fruit have been certified organic according to Natural Organic Program (NOP) standards set by the U.S. Department of Agriculture.

To meet NOP mandates, products must be produced, harvested, processed and handled using all-natural methods and substances. As a general rule, all-natural (non-synthetic) substances are allowed in organic product and all synthetic substances are prohibited. What's more, produce must be raised without using most conventional pesticides, petroleum-based fertilizers, or sewage sludge-based fertilizers.

After extensive evaluation by certifying agents, Funky Monkey Snacks' Bananamon, Purple Funk and Jivealime varieties were approved for the "organic" label, meaning that at least 95 percent of the products' ingredients are organically produced. The Company's fourth variety, Carnival Mix™, will carry the words "made with organic banana and organic pineapple" on the label.

"The Natural Organic Program certification process is a rigorous examination of every step in a food product's life, from the field or orchard to the finished product," said Matt Herzog, president of Funky Monkey Snacks. "It's great to be able to officially assure our customers that Funky Monkey Snacks are not only respectful of the environment in every step of production, but also are grown and manufactured using organic methods."

Funky Monkey Snacks are made with 100% real fruit and contain no added sugar, preservatives, colors or flavors. Using an original and proprietary freeze-drying process, about 97% of the moisture content of the fruit is removed, producing a crisp, crunchy, go-anywhere snack that contains three of the four daily recommended servings of fruit.

Funky Monkey Snacks are gluten-free, wheat-free, dairy-free and are certified Kosher-Parve. The snacks are ideal for kids and grownups on-the-go who are looking for a crunchy, delicious, fun and healthful alternative to chips or candy. To learn more about Funky Monkey Snacks, visit [www.FunkyMonkeySnacks.com](http://www.FunkyMonkeySnacks.com).

**About Funky Monkey Snacks:**

Funky Monkey Snacks are all-natural, real fruit made using a proprietary freeze-drying process that creates Fruit That Crunches! while retaining fruit's natural goodness. Funky Monkey Snacks are 100% fruit with no added sugar, colors, flavors or preservatives.

Each 1 oz. bag contains three servings of fruit, providing a delicious and nutritious snack choice that helps support healthy living. For more information, visit

[www.FunkyMonkeySnacks.com](http://www.FunkyMonkeySnacks.com).

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