



May 15, 2008

Sweetfields Introduces Orange Zest Chocolate Dipped SweetCrystal Violas

Completely New to the Market: Real Violas, Crystallized, and Hand Dipped in 62% Felchlin Chocolate

JAMUL, CA --(BUSINESS WIRE)-- SWEETFIELDS, INC. announces the introduction of an exciting product completely new to the marketplace; Orange Zest Chocolate Dipped SweetCrystal Violas. The violas are grown on the Sweetfields farm organically so that they are 100% edible. When the flowers reach their ideal state, they are crystallized to capture that perfect bloom and infused with an Orange Zest flavoring. The end result is a basic SweetCrystal or crystallized flower that is non-perishable and serves as an excellent culinary garnish. Now Sweetfields is taking these violas to another level by hand dipping them in 62% Felchlin chocolate to make them a standalone delectable treat.

The Orange Zest Chocolate Dipped SweetCrystal Violas were debuted for sampling at Quail Botanical Gardens' Chocolate Festival held May 10, 2008 and Taste of San Diego Chocolate on May 14, 2008. "The big product launch for these unique flowers will be at the 54th Summer Fancy Food Show being held at the end of June in New York City. Come see us at booth 5520. Our goal is to take home the Gold in the NASFT softTM Award Competition for Outstanding New Product 2008. After the show, retailers will be able to place orders and the first shipments are expected in mid-July," commented Diane Richards, Owner and Vice President of Sweetfields.

Sweetfields currently has a patent pending for its SweetCrystal (crystallized), SweetGlaze (glazed), and SweetDust (24k gold dusted) edible flower finishes that are applied to the flowers grown on the Sweetfields farm. The patent application was expanded shortly after it was filed to include the chocolate dipped SweetCrystal Violas along with multiple other varieties that Sweetfields will be launching in the years to come.

About Sweetfields, Inc.

Sweetfields is a family-owned and operated business located in Southern California that grows flowers and transforms them into edible works of art. All of the flowers originate on the company's 33-acre farm in Jamul and are grown with organic principles. Sweetfields offers Violas, Pansies, Snap Dragons, Mini Roses, and Rose Petals with the following innovative, patent-pending finishes: SweetCrystal, SweetGlaze, or SweetDust. For more information, visit www.sweetfields.com.

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