



FOR IMMEDIATE RELEASE

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ATTENTION SNACKERS:

YOUR FAVORITE PEANUT BUTTER BARS ARE BACK!

Atkins Snack Bars Now Available at Atkins.com and in Stores Nationwide

DENVER, CO. (March 2, 2009) – Atkins Nutritionals, Inc. (“Atkins”), with its market-leading, weight-management products, announced that your favorite Atkins™ bars are back! Atkins has moved quickly to replace those bars voluntarily recalled in the nationwide recall. New bars are now available for purchase at atkins.com and will be in retail stores across the country by mid-March.

“We’ve worked quickly to replace your favorite Atkins bars so you can resume enjoying our delicious products,” said Jennifer McGhee, VP of Marketing for Atkins Nutritionals, Inc. “We are confident that our ingredients and snack bars are inspected and certified to be safe, wholesome and nutritious.”

The following reformulated Atkins bars are now available for purchase:

- Advantage® Chocolate Peanut Butter
- Advantage® Peanut Fudge Granola
- Advantage® Peanut Butter Granola
- Day Break™ Cranberry Almond
- Day Break™ Peanut Butter Fudge Crisp
- Endulge™ Peanut Caramel Cluster

About Atkins Nutritionals, Inc.

Atkins Nutritionals, Inc., is a leading player in the \$2.4 billion dollar weight control nutrition category, and offers a powerful lifetime approach to weight loss and weight management. The Atkins Nutritional Approach™ focuses on a healthy diet with reduced levels of refined carbohydrates and sugars and encourages the consumption of protein, fiber, vegetables, fruits, and good fats. Backed by research and consumer success stories, this approach allows the body to burn more fat and work more efficiently while helping individuals feel less hungry, more satisfied and more energetic.

Atkins Nutritionals, Inc., manufactures and sells a variety of nutrition bars and shakes designed around the nutrition principles of the Atkins Diet [™]. Atkins' [™] three product lines, Advantage, Day Break and Indulge, appeal to a broad audience of both men and women who want to achieve their weight management goals and enjoy a healthier lifestyle. Atkins products are available in more than 30,000 locations throughout the U.S. and internationally. For more information, visit atkins.com.

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