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**RHYTHM™ SUPERFOODS PRESENTS THEIR NEWEST ADDITIONS
AT THE NATURAL PRODUCTS EXPO EAST**

Snack Company Showcases New Products At East Coast Trade Show

BALTIMORE, Maryland (September 23, 2011) –Rhythm™ Superfoods is proud to announce that they will be showing their newest offerings at the 2011 Natural Products Expo East. The company, known for creating innovative “superfood” snacks, will be presenting their new *Sweet Potato Chips* and two new flavors of their *Kale Chips*, continuing their evolution of the standard potato chip.

The *Sweet Potato Chips* are made from organic ingredients that are oil-free, fat-free and gluten-free, which makes this raw and vegan snack one of a kind. These chips are not only delicious, but they are also high in fiber, potassium, and Vitamins A and C and come in two delectable flavors, Sea Salt and Hickory BBQ. The *Kale Chips* are also filled with nutrients including fiber, antioxidants, calcium, iron, minerals, protein, Vitamin A, C, K, B6, beta-carotene, potassium and manganese. In addition to their already scrumptious offerings of Bombay Curry, Kool Ranch, and Zesty Nacho, **Rhythm™ Superfoods** has added two new flavors to the mix, with Mango Habanero and Texas BBQ. With an undeniable mass appeal, these snacks are sure to fly off the shelves in no time.

“We are excited showcase our new products at this year’s Natural Products Expo East,” said **Rhythm™ Superfoods** CEO Scott Jensen. “Everyone at the expo is going to be pleasantly surprised with our new *Sweet Potato Chips* and *Kale Chips* because they are truly unique in their savory taste and incredible nutritious value. These items were a big hit at Natural Product Expo West, so we can’t wait to hear what the East Coast has to say about our healthy alternative to a widely-loved snack.”

The Natural Products Expo East will take place from Sept. 21-24, 2011 at the Baltimore Convention Center. **Rhythm™ Superfoods** invites all show attendees to come by and sample their products at their booth, #637. For more information on the show please visit www.expoeast.com. For more information on **Rhythm™ Superfoods** please visit, www.rhythmsuperfoods.com.

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About Rhythm™ Superfoods

Rhythm™ Superfoods is a brand on the forefront of the healthy food movement, responding to the public demand for innovative, nutritionally-dense specialty foods with its first-to-market *Rhythm™ Kale Chips*. Founded in 2009, **Rhythm™ Superfoods** is dedicated to using only the best organic ingredients to create its raw, vegan, nourishing snack foods. Available in retail outlets such as Whole Foods, the brand offers great-tasting products that are just as applicable to a strict vegan diet as they are to a more conventional food regimen. For more information on **Rhythm™ Superfoods** please visit www.rhythmsuperfoods.com.