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**RHYTHM™ SUPERFOODS MEETS CONSUMER DEMAND WITH POPULAR KALE CHIPS
AT THE 2012 NATURAL PRODUCTS EXPO WEST**

Superfoods Company Offers Widely Popular Vegan, Raw & Organic Chips At Annual Trade Show

Anaheim, CA (March 9, 2012) – **Rhythm™ Superfoods** is prepared to make life easier for retailers looking to meet the increasing demand for natural, organic products by exhibiting their line of superfood snacks at this year's Natural Products Expo West. A go-to source for the latest in innovative, healthy snacks, **Rhythm™ Superfoods** will be showcasing their line of *Rhythm™ Superfoods Kale Chips* which have grown in sales 400% since last year, proving themselves as a must-have for any store carrying natural products.

A product that has significantly grown in demand since its launch in early 2011, **Rhythm™ Superfoods** will be sampling their *Rhythm™ Superfoods Kale Chips* in all five flavors including Bombay Curry, Kool Ranch, Zesty Nacho, Mango Habanero and Texas BBQ. They will also be offering their oil-free, fat-free, gluten-free *Rhythm™ Superfoods Sweet Potato Chips*, in both the Sea Salt and Hickory BBQ flavors. Having proven extremely successful for their category, these snacks meet the need for organic and natural products that are convenient, tasty and still within the realm of what consumers are looking to purchase.

“The Natural Products Expo West show is an event we look forward to every year because it gives us a chance to meet with our retailers and distributors face-to-face,” said **Rhythm™ Superfoods** CEO Scott Jensen. “We look forward to connecting with retailers who have had great success with our products, as well as with potential new retailers that are looking for an attractive product that they know will sell.”

The Natural Products Expo West will take place from March 9-11, 2012 at the Anaheim Convention Center, located at 800 W. Katella Ave., Anaheim, CA 92802. **Rhythm™ Superfoods** invites all attendees to come by and sample their products at booth, #5216. The *Rhythm™ Kale Chips* retail for \$5.99 and the *Rhythm™ Sweet Potato Chips* retail for \$2.99. For more information on **Rhythm™ Superfoods** please visit, www.rhythmsuperfoods.com. For more information on the Natural Products Expo West show please visit www.expowest.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.