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**RHYTHM SUPERFOODS PRESENTS UNIQUE AND TASTY
TREATS AT NATURAL PRODUCTS EXPO WEST**

Healthy Snack Food Company Introduces New Chips And Flavors At Acclaimed Trade Show

Anaheim, CA (March 9, 2011) – There is no doubt that chips have earned their place as one of America’s all-time favorite snacks, and the people at **Rhythm™ Superfoods** are taking it to new heights. **Rhythm™ Superfoods** will be unveiling two new flavors of their already wildly popular nutrient-packed *Rhythm™ Superfoods Kale Chips*, as well as introducing their brand new line of *Rhythm™ Superfoods Sweet Potato Chips* at the 2011 Natural Products Expo West. Combining original and bold flavors with all-natural, organic, vegan ingredients, **Rhythm™ Superfoods** is dedicated to constantly bringing fresh, healthy ideas to the American snacking consumer.

Following the success of the *Rhythm™ Superfoods Kale Chips*, already available in Bombay Curry, Kool Ranch, and Zesty Nacho, **Rhythm™ Superfoods** is proud to announce the deliciously tempting new flavors Mango Habanero and Texas BBQ. Additionally, **Rhythm™ Superfoods** has developed the new *Rhythm™ Superfoods Sweet Potato Chips*, in two flavors, Sea Salt and Hickory BBQ. The *Rhythm™ Superfoods Sweet Potato Chips* prove that a satisfying and guilt-free potato chip exists while maintaining that perfect crisp and mouth-watering taste. The sweet potato is a true superfood- high in fiber, Vitamin A, Vitamin C, Vitamin B6, beta-carotene, potassium and manganese, and these oil-free. The delicious flavors, though, will make these oil-free, fat-free, and gluten-free chips a sure-fire crowd pleaser.

“We are really looking forward to this year’s Natural Products Expo West,” said **Rhythm™ Superfoods** CEO Scott Jensen. “Fans of *Rhythm™ Superfoods Kale Chips* are going to love the new flavors, and everyone will be blown away by the new *Rhythm™ Superfoods Sweet Potato Chips*. These nutritious chips will completely change the way people think about health food and snacking. By joining raw superfood vegetables with undeniable savory taste, we've created truly unique chips, and we can't wait to share them at the show.”

The Natural Products Expo West will take place from March 11-13, 2011 at the Anaheim Convention Center, located at 800 W. Katella Ave., Anaheim, CA 92802. **Rhythm™ Superfoods** invites both current customers and first-timers to come by and sample the new offerings at their booth, #5224. The new flavors and chips will be available in May and in stores by June, with the *Rhythm™ Sweet Potato Chips* retailing for \$2.99 and the new flavors of *Rhythm™ Kale Chips* retailing for \$5.99. For more information on the show please visit www.expowest.com. For more information on **Rhythm™ Superfoods** please visit, www.rhythmsuperfoods.com and for sale and availability, please visit www.amazon.com.

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.

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