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RHYTHM® SUPERFOODS CLOSES \$3 MILLION FUNDING ROUND WITH LEAD INVESTMENT FROM GENERAL MILLS

Superfood Snack Brand Closes Momentous Round of Funding, With Food Giant as Lead Investor

AUSTIN, TEXAS (January 13, 2016) – [Rhythm® Superfoods](#), an Austin-based company known for creating organic and non-GMO innovative plant-based superfood snacks, announced today that it has closed a \$3 million Series C financing round with a lead investment from 301 INC, General Mills’ new business development and venturing unit. Additional investors include the CircleUp Growth Fund. The round was filled exclusively through CircleUp, the leading investment marketplace for consumer and retail companies.

“**Rhythm® Superfoods** is a remarkable, breakthrough brand with a truly differentiated product offering in the snack category. We’re thrilled to help them scale their vision and amplify their existing efforts with an investment of not only capital, but the tremendous resources that General Mills can offer,” said John Haugen, vice president and general manager of 301 INC. “We look forward to helping this exceptional brand reach new heights.”

Scott Jensen, the CEO of **Rhythm® Superfoods**, added: “We are thrilled with our new investment from 301 INC and looking forward to what this strategic partnership will help us accomplish in the months to come. With the support and resources of General Mills behind us we have confidence that we will continue to be the leader in developing innovative plant-based superfood snacks for our growing consumer base.”

Rhythm® Superfoods is available in over 5,000 stores nationwide and retails for \$2.49 to \$4.99 depending on the product.

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About Rhythm® Superfoods

Rhythm® Superfoods is a brand at the forefront of the healthy food movement, responding to the public demand for innovative, plant-based nutrient-dense snacks with its first-to-market **Rhythm® Kale Chips** and most recently its **Broccoli Bites™** and **Roasted Kale**. Founded in 2009, **Rhythm® Superfoods** is dedicated to using only the best ingredients to create its superfood snacks. Available nationally in retail outlets such as Whole Foods, Sprouts, Kroger, Stop & Shop, Publix, Albertsons, Safeway and Costco, the brand offers great-tasting snacks 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.