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**Cool School Cafe and the Alliance for a Healthier Generation Collaborate
to Promote Healthier School Food & Beverages**

(NEW YORK) June 28, 2011 – Cool School Cafe® will help America's schools serve healthier school foods and beverages through a new collaboration with the Alliance for a Healthier Generation announced today. Cool School Cafe is launching a new rewards program that will exclusively feature products that meet the Alliance for a Healthier Generation's nutritional guidelines for schools. Through the new promotion platform called CAFE FUEL™, school food service professionals everywhere will be able to gain rewards for selecting healthier food and beverage options for students.

"Increasing the availability of healthy school foods and beverages is critical towards changing the landscape around school food service and supports the Alliance for a Healthier Generation's work to reduce the prevalence of childhood obesity in the United States by 2015," said Ginny Ehrlich, CEO of the Alliance for a Healthier Generation. "If we are going to create a healthier environment for today's youth, we need companies like Cool School Cafe to make commitments to promote healthier product options at school. We applaud them for the development of CAFE FUEL and their commitment to healthier kids."

The Alliance for a Healthier Generation, founded by the American Heart Association and the William J. Clinton Foundation, takes a comprehensive approach to helping schools create healthier environments by working with them to improve access to healthier foods and increase physical activity opportunities before, during and after school.

Today's announcement supports the Alliance's commitment to help food service directors find healthy food and beverage options that they can afford. In January 2011, the Alliance announced a voluntary agreement with seven leading food manufacturers to help America's schools serve healthier meals at affordable prices. Signatory manufacturers pledged to price healthy entrée options that meet the Alliance's guidelines at prices no higher than their "classic" options. Further, the manufactures promised to market healthier entrées so aggressively that items that meet the Alliance's guidelines would comprise more than 50 percent of their total sales by 2016. The CAFE FUEL program provides a platform for manufacturers to exclusively and aggressively promote their "better for you" product lines.

The Alliance's nutritional guidelines for school meals, competitive foods and beverages served in schools were designed using the Dietary Guidelines for Americans, 2005 as well as the American Heart Association's Dietary Guidelines for Healthy Children and 2006 Diet and Lifestyle Recommendations in order to balance children's nutritional needs with the requirement to manage caloric consumption.

"Playing a role in improving the health of children by collaborating with the Alliance for a Healthier Generation is both important and gratifying. We're very pleased to be associated with such a passionate catalyst for change. Our intent is to leverage the resources and relationships we've developed over the past 20 years in the school foodservice industry to help manufacturers promote their healthy, innovative products to schools," stated Matt Maier, founder of Cool School Cafe.

Any U.S. school or individual can enroll in the Alliance for a Healthier Generation's Healthy Schools Program and receive free support to become a healthier place for students to learn and staff to work. Find out more at HealthierGeneration.org.

The CAFE FUEL rewards program is available to all K-12 school foodservice districts based on purchases of Member Manufacturers' qualifying products. Current Inaugural Member Manufacturers include Barilla, Blue Bunny®, Dannon®, J & J Snack Foods, Jennie-O Turkey Store, Mrs. T's®, Pacific Northwest Canned Pears and UNCLE BEN'S®, with more to be announced soon. Learn more about the program, qualifying products and rewards at CAFE FUEL.com.

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About the Alliance for a Healthier Generation

The Alliance for a Healthier Generation works to address one of the nation's leading public health threats: childhood obesity. The goal of the Alliance is to reduce the prevalence of childhood obesity by 2015, and to empower kids nationwide to make healthy lifestyle choices. Founded in 2005 by the American Heart Association and William J. Clinton Foundation, the Alliance works to positively affect the places that can make a difference to a child's health: homes, schools, doctor's offices and communities.

About Cool School Cafe

Participating school districts are equally rewarded for participating in the Cool School Cafe® (CSC) program. They have access to the CSC qualifying product information, valuable rewards to support their foodservice operation, and communications throughout the year that provide program updates and valuable industry information to support their foodservice operation.

As Cool School Cafe members, manufacturers are provided unique opportunities to market their products to purchase decision makers representing over 43 million students nationwide. In addition to significant brand exposure, association with CSC is proven to positively impact product sales and create loyal purchasing practices within the K-12 channel.