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Recall -- Firm Press Release

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Premier Nutrition Announces Voluntary Nationwide Recall of selected TWISTED and TITAN Branded Bars Containing Peanut Butter Due to Possible Health Risk

Contact:

Premier Nutrition, Inc.
1-888-836-8977

FOR IMMEDIATE RELEASE -- CARLSBAD, Calif., Jan 20, 2009 – Premier Nutrition today announced a voluntary recall of select TWISTED and TITAN branded bars that contain peanut butter manufactured by Peanut Corporation of America (PCA). PCA is the focus of an investigation by the U.S. Food and Drug Administration (FDA) concerning a recent *Salmonella* Typhimurium outbreak thought to be caused by tainted peanut butter.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on Salmonella, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/> or call 800-CDC-INFO (800-232-4636).

The following Premier Nutrition products with "Best By" dates ranging as shown below, in the specific sizes and flavors indicated, are included in the recall:

- **TWISTED Nutrition Bar, Vanilla**
BEST BY: AUG 01 2009A (August 1, 2009), through JAN 09 2010A (January 9, 2010)
- **TWISTED Nutrition Bar, Chocolate**
BEST BY: AUG 01 2009A (August 1, 2009), through JAN 09 2010A (January 9, 2010)
- **TWISTED Nutrition Bar, Peanut Butter**
BEST BY: AUG 01 2009A (August 1, 2009), through JAN 09 2010A (January 9, 2010)
- **TWISTED Nutrition Bar, Variety Packs 15 and 24 count**
DATED: 07/01/09 (July 1, 2009) through 01/09/10 (January 9, 2010)
- **TITAN Nutrition Bar, Chocolate Peanut Crunch (80g size)**
BEST BY: SEP 04 2009A (September 4, 2009) through DEC 17 2009A (December 17, 2009)
- **TITAN Nutrition Bar, Chocolate Peanut Crunch (25g size)**
BEST BY: SEP 04 2009A (September 4, 2009) through DEC 17 2009A (December 17, 2009)

These products were sold in grocery, warehouse and other retail stores throughout the United States as well as over the internet.

No other PREMIER NUTRITION flavors, brands or products are included in this recall.

"We regret the need to take this action, but the complete safety of our customers and consumers is our highest priority," said Chris Geist, Chief Operating Officer, Premier Nutrition.

Consumers who have purchased the recalled products are urged to destroy them; if refund or replacement is desired, consumers should remove the "Best By" code found on the back of the package without opening the package. Consumers with questions or who would like a refund or replacement may contact Premier Nutrition at 888-836-8977. Details also can be found at www.premiernutrition.com.

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