

FOR IMMEDIATE RELEASE

Media Contact:
Kate Nelson
651-789-1275

Consumer Contact:
Helen Bernstein
212-374-2779

Nurture, Inc. Issues Voluntary Recall on select HAPPYTOT Stage 4 and HAPPYBABY Stage 1 & Stage 2 Pouch Meals Due to a Packaging Defect that could cause a Possible Bacterial Contamination

(NEW YORK) — January 13, 2010 — Nurture, Inc., is voluntarily recalling selected varieties and date codes of HAPPYTOT Stage 4 and HAPPYBABY Stage 1 and Stage 2 pouch meals with **date codes expiring between November 2010 and January 2011**. These products are being recalled due to a packaging defect that potentially could cause the pouches to swell or leak. Swollen or leaking pouches could indicate that the products may contain bacteria that could potentially cause illness.

No illness has been reported. The products were sold at less than 300 retail locations nationwide.

Potentially affected varieties include:

- Green bean, pear & peas, NET WT. 4.22 OZ. (120g), UPC 8 52697 00127 9;
- Sweet potato, carrot, apple & cinnamon, NET WT. 4.22 OZ. (120g), UPC 8 52697 00128 6;
- Spinach, mango & pear, NET WT. 4.22 OZ. (120g), UPC 8 52697 00129 3;
- Butternut squash & apple, NET WT. 4.22 OZ. (120g), UPC 8 52697 00130 9;
- Banana, peach, coconut & prunes, NET WT. 4.22 OZ. (120g), UPC 8 52697 00131 6;
- Banana, peach & mango, NET WT. 4.22 OZ. (120g), UPC 8 52697 00132 3
- Mango, NET WT. 3.5 OZ. (99g), UPC 8 52697 00134 7
- Spinach Mango Pear, NET WT. 3.5 OZ. (99g), UPC 8 52697 00139 2
- Apricot Sweet Potato, NET WT. 3.5 OZ. (99g), UPC 8 52697 00136 1

The above meals are packaged in plastic pouches with plastic caps.

To determine if a specific product is part of this voluntary recall, consumers should examine product packaging for **expiration date codes between November 2010 and**

January 2011. These dates are printed as the first seven characters of a 15-character string, as illustrated in the accompanying illustration.

Less than half of one percent of the products sold to date is affected by this packaging defect; no other products sold by the company are affected. As standard practice for Nurture, all products sold are sent to a laboratory for food safety testing prior to market release and no harmful bacteria have been detected in damaged packages to date.

One consumer complaint was received regarding swollen and leaking pouches, and no illnesses have been reported. The company has worked quickly with the manufacturer to identify the cause of the malfunction and the issue has been resolved.

“We are committed to ensuring our organic foods are not only delicious, convenient, and as healthy as possible, but also delivered in the highest quality, dependable package for our youngest consumers,” says Shazi Visram, Nurture, Inc.’s Founder and CEO. “As a mother-to-be expecting my first child to arrive any day now, I know firsthand how critical it is for parents to have complete confidence in the foods they serve their children. We stand behind our mission to provide only the very best, which is why we have taken the measure to voluntarily recall these products.”

Nurture has worked with the contract manufacturer and the US Food and Drug Administration to resolve the matter.

While no illness has been reported, consumers who have purchased affected products should not consume or serve any swollen or leaky pouches and may return them to their place of purchase for a full refund or contact Nurture Inc directly for a full refund or exchange. Consumers with questions and would like more detailed information are encouraged to contact Nurture, Inc. at 212-374-2779, Monday through Friday from 9:00 a.m. to 5:30 p.m. Eastern time.

###