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Healthy trends exposed at Natural Products Expo East 2005

Trade Show and Conference heads to Baltimore in 2006

BOULDER, Colo. (Sept. 19, 2005)—The East Coast's largest natural and organic products trade show, Natural Products Expo East/Organic Products Expo-BioFach America, produced by New Hope Natural Media on Sept 15-18, provided a crystal ball into what America's shopping cart will look like in 2006. With new products unveiled on 170,000 square feet of exhibit space at the Washington D.C. Convention Center, more than 20,000 industry attendees were the first to see the hottest trends in natural and organic food, dietary supplements, personal care and new healthy lifestyle products.

In addition to buyers from the "super" natural grocery chains, Whole Foods Markets and Wild Oats Markets, other retail giants such as Costco, Target, Kroger, Albertson's, GNC, Trader Joe's and Bath & Bodyworks as well as independent retail buyers were in attendance. "This is one of the best shows we've been to in 10 years," said Ray Alli, CEO of Total Health Center, which operates six stores in the D.C./Maryland area. "We are seeing a lot of new companies."

Personal beauty care was showcased this year with a new and popular "Natural Products Beauty Bar," sponsored by Jason's Natural Products. The Beauty Bar was unveiled at the show to connect retailers to new products in this double-digit growth category. In addition, this show also featured the latest and greatest in new products and honored industry leaders. Winners were announced for three unique events, including:

The **3rd Annual New Products Showcase Award**. Featuring hundreds of new products in six categories, this event allowed retail attendees to vote on the best new product offerings. Winners in each category were:

- **Food:** Gluten Free Cheese Pizza/Foods by George
- **Packaging:** Flowering Tea Bamboo Gift Set/Numi Tea
- **Personal Care:** Nature's First Aid Kit Simple Pure Baby All-Natural Diaper Bag/Seaside Naturals
- **Supplements/Herbs:** Rescue Remedy Spray/Nelson Bach USA
- **Innovation:** Steaz Ginger Ale/Steaz Green Tea Soda
- **Green/environmental impact:** Malagasy Cinnamon Cassia with Cloves Bar Soap/Pangea Organics

The **Spirit of Organic Awards** for 2005 honored the next generation of organic leaders. A special recognition for leadership was given to Scott Silverman of Jungle products, Inc. Other honorees included Matt McLean of Uncle Matt's Organic, Wende Elliott of Wholesome Harvest, Victor Ananias with Bugday, and Frederick Schilling, Dagoba Organic Chocolate.

The **5th Annual Taste of Expo**. Designed to highlight the top taste-makers in specific categories, this year's Taste of Expo focused on the tea, honey and jam categories. Top honors went to: Mango White Tea/Honest Tea

in the tea category; Unheated, unstrained honey/Really Raw Honey and Naturally Raw Honey/Wee Bee Honey tied in the honey category; and Crofters Organic Morello Cherry Conserve/Crofters Food Ltd. in the jam category.

Changes are planned for Natural Products Expo East 2006 with a new location and a new alliance that will further benefit the natural products industry:

NEW LOCATION: Baltimore, Maryland will be home to Natural Products Expo East next year, a change that reflects retail buyer preferences and that will better serve all attendee needs. The show, set for October 4-7, 2006, will switch from a Thursday-Sunday format to a Wednesday-Saturday format.

NEW ALLIANCE: The National Nutritional Foods Association East (NNFA East) and New Hope Natural Media announced a new collaboration, co-marketing and co-advocacy agreement for Natural Products Expo East 2006, which will serve to increase attendance for East Coast-based independent retailers. The combined strengths of New Hope and NNFA East, with the continued alliance with BioFach America, will make the show even more dynamic and diverse.

"This year's Expo East demonstrates the impressive momentum of our industry," said Fredrik Linder, president of New Hope. "Moving to Baltimore and expanding our co-marketing partners are positive moves to keep the show fresh and responsive."

New Hope Natural Media is a division of Penton Media Inc. (OTCBB:PTON), a diversified business-to-business media company that provides high-quality content and integrated marketing solutions to more than a dozen industries including natural and organic products.