



PHYSIC
VENTURES

investing in keeping people healthy

Physic Ventures' Portfolio Company Dreamerz Foods Launches New Products

Good Night, Better Day.

Announcing: Dreamerz Chocolate Pillows Dreamerz Herbal Fruit Flavored Drink Mix

SAN FRANCISCO (May, 2008) - Now expanding its line of all-natural sleep solutions to three, Dreamerz announces its newest additions: Chocolate Pillows and Herbal Fruit Flavored Drink Mix.

Dreamerz Foods was one of the first companies to introduce a new generation of sleep solutions that are all-natural and backed with science to provide a better night's sleep without the nightmare of the adverse after-effects associated with prescription sleep aids.

Dreamerz Chocolate Pillows contain 50 calories, are made with premium Guittard chocolate and come in two varieties: milk or dark. The Herbal Fruit Flavored Drink Mix contains only 30 calories and comes in a powder mix in three varieties: Pomegranate Pillows, Peaches and Dreams and Rock-a-Bye Berry, to blend as either a hot or cold beverage. Both the Chocolate Pillows and the Herbal Fruit Drink Mix are all-natural, safe, non-addictive and have no after-effects. Consumers have a positive response to the taste of the products, which are beneficial for jet lag, aging issues and everyday stress.

Both products use a patented low amount of melatonin (0.3 mg) and PharmaGABA, a protein amino acid that reduces stress and promotes relaxation. There have been 10 clinical studies conducted on low-dose melatonin, eight clinical studies on Lactium (a milk protein hydrolysate) and five studies on PharmaGABA proving their effectiveness in safely regulating sleep cycles and encouraging relaxation. Dreamerz sleep products have been proven to help 75 percent of people to fall asleep quicker without feeling groggy in the morning. To purchase these products or learn more, visit: <http://www.dreamerz.com>.



Quick Links:

[Physic Website](#)

[Physic Porfolio](#)

[Physic Sector Map](#)

Physic Ventures Team:

Dion Madsen
William Rosenzweig
Andy Donner
Andrew Williamson
Indu Subaiya
Jean Frechet
Susannah Kirsch
Phil Giesler
Patty O'Malley
Dana Fredsti
Carrie-Andrea Moresi

About Dreamerz Foods

Dreamerz Foods was launched in 2006, in response to the overwhelming amount of news stories chronicling the sleep deprivation problem in America and around the world. The original "dream team" is a group of entrepreneurs who also were not getting enough sleep and wanted to make a change for the more than 70 million Americans suffering from different forms of insomnia. Together they worked to develop products that are all-natural, highly effective and backed by science without the after-effects commonly associated with other sleeping aids. Today the company has a complete line of sleep solutions that have been proven to help 75 percent of people fall asleep quicker. Website:

www.dreamerz.com

About Physic Ventures

Physic Ventures, based in San Francisco, is a venture capital firm committed to "investing in keeping people healthy." Physic works closely with entrepreneurial teams to build leading businesses in consumer-driven health and sustainable living. The partners of Physic Ventures have worked to build such firms as Dreamerz Foods, Elixir Pharmaceuticals, Novomer, Textronics, and The Republic of Tea.

Website: <http://www.physicventures.com>

Dreamerz Featured in the News:

