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## **Dreamerz Foods, Inc. Names Sheryl O’Loughlin as Board Member**

*Former Clif Bar & Company CEO Brings Passion for Innovation in Food and Beverage to Dreamerz*

**SAN FRANCISCO, Aug. 23, 2007** – Dreamerz Foods, Inc., the creator of Dreamerz™, the first ever all-natural sleep beverage, today announced Sheryl O’Loughlin, former chief executive officer of Clif Bar & Company, as the newest member of the San Francisco-based company’s Board of Directors. With more than 15 years of experience at leading consumer packaged goods companies such as Clif Bar, Quaker Oats Company and General Foods, O’Loughlin will leverage her expertise in helping the company to achieve success.

O’Loughlin is recognized as a visionary leader with extensive experience in managing growth and innovation for multi-million dollar global brands. In her three years as CEO, O’Loughlin led the largest introduction of new products in Clif Bar history by quadrupling the company portfolio from four brands to 16 and increased overall revenue by an impressive 80 percent.

“We know from experience that a young functional food company like Dreamerz must receive direction and support from the industry’s best,” said Ilya Nykin, chairman of the company’s board of directors and managing director of Prolog Ventures, a founding investor in Dreamerz Foods. “Sheryl’s record of success speaks for itself. We warmly welcome her to the board and look forward to leveraging her talent and knowledge to help grow the Dreamerz brand.”

William Rosenzweig, Dreamerz board member and current managing director of Physic Ventures remarking on O’Loughlin’s appointment said, “Sheryl brings passion, industry insight, and entrepreneurial expertise to the Dreamerz team. We are thrilled to add such a dynamic and successful Bay Area business woman and brand builder to our board.”

“Dreamerz is right on trend with consumers’ desire for healthier living and fills an incredible need in our sleep deprived society,” said O’Loughlin. “As a professional woman, getting enough sleep is always difficult and being part of a solution that brings healthy sleep to consumers, naturally and effectively, will be an exciting venture.”

O’Loughlin attended the University of Michigan, as well as the Kellogg School of Management at Northwestern University. She joins current Dreamerz Foods board members Ilya Nykin, Managing Director of Prolog Ventures and chairman of the company’s board of directors, Amanda Steele, Co-Founder and CEO of Dreamerz Foods, William Rosenzweig, Managing

Director of Physic Ventures, Pete Mattson, Chairman of Mattson and Company, and Roger Wyse, Managing Director of Burrill & Co.

### **About Dreamerz Foods, Inc.**

Dreamerz Foods, Inc. champions the importance of healthy sleep and stress reduction by creating great-tasting, all-natural and efficacious products. Their first product, Dreamerz all natural sleep beverage, is a dietary supplement in the form of an all-natural, creamy, dairy-based functional sleep beverage. The clinically proven ingredients are Lactium®, hydrolyzed milk casein, to reduce stress and promote relaxation, and a patented, low dose of melatonin, to help regulate sleep.\* The delicious dairy drink contains only 100 calories per serving, is low in fat and is a good source of calcium. Dreamerz believes that a good night's sleep means a better day so that people can enjoy energy, creativity and passion for life every day. Dreamerz was founded as a unit of Brand New Brands, a food and beverage incubator led by successful innovators William Rosenzweig (co-founder of Republic of Tea) and Pete Mattson (founder of the Mattson Group). Current investors for Dreamerz include Physic Ventures, Dean Foods Company, Fonterra Co-operative Group Ltd. as well as original investors Burrill & Company, Great Spirit Ventures, Prolog Ventures, and Unilever Ventures. To learn more about Dreamerz Foods, please visit [www.DreamerzFoods.com](http://www.DreamerzFoods.com).

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat cure, or prevent any disease.