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SUMSEEDS™ CAFFEINATED AND ENERGIZED SUNFLOWER SEEDS ANNOUNCES NEW FLAVORS

(Sioux Falls, SD) – Sumseeds, the leading caffeinated and energized snack, announces three new flavors – Dill Pickle, Honey BBQ and Salt and Pepper.

“Our mission is to innovate and do it well,” said Dakota Valley Products president, Tim Walter. “Our team has extensive experience in improving the roasting process, so adding flavors was a natural next-step.”

The new Sumseeds flavors – Dill Pickle, Honey BBQ and Salt and Pepper – were developed throughout the summer using Sumseeds extensive experience in developing flavors.

“Our customers can expect three things from Sumseeds,” said Walter. “One, energy. Two, excellent taste, seed after seed. Now with our new flavors, our customers expect great taste from shell to nut. We’re happy to say, our new flavors are right on target!”

Original Sumseeds were first bagged in January, 2007 and created a public relations sensation as the industry’s first nut confection infused with the energy components of caffeine, lysine, taurine and ginseng.

Since their introduction, Sumseeds has been awarded the endorsement of Baseball Hall of Famer, Tony Gwynn as well as industry praise for its packaging design.

“For the new flavors, we wanted to create a design that incorporated Tony Gwynn’s endorsement as well as kept Sumseeds’ unique packaging look,” said John Mollison of The Runway Company. “Sumseeds customers will look at the bag and immediately recognize the brand, Tony Gwynn and also get an idea of what to expect with the flavors.”

Currently, the new flavors of Sumseeds are available in a new 1.75oz personal size bag. The original flavor is available in both the legacy 3.5oz size and the new 1.75oz size.

Sumseeds will be featured at the National Association for Convention & Petroleum Retailing show (NACS) this November 6-9, 2007 in Atlanta, Georgia. Sumseeds are distributed nationwide.

For product inquiries, contact Tim Walter, Dakota Valley Products, Inc., 605-625-2526 or visit the company website, www.sumseeds.com. For media inquiries, please contact John Mollison of The Runway Company, LLC at 605-261-6070.

