

PRESS RELEASE - July 23, 2009

**Culture Organic Frozen Yogurt**

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Culture Organic Frozen Yogurt is an exciting and unique venue for the food community, taking the new fro-yo craze to high levels of excellence.

We are the only frozen yogurt store to offer baked-in-house organic toppings and fresh farmer's market groceries. Flavors always on hand are the Original by Straus Family Creamery, our Culture Signature Chocolate with Dagoba organic chocolate, Vanilla, and a Seasonal offering. Check our blog for current updates by visiting the link on our site.

Culture is the only fro-yo store to offer 100% organic ingredients with 100% focus on the environment. Our "to go" containers are biodegradable and compostable. Our custom interior is finished with carefully chosen, environmentally sound, low VOC materials, from the flooring to the paints and glues.

We are the first on the West Coast to offer organic frozen kefir, which is similar in taste and texture to yogurt. Currently we are offering Pineapple-Mango-Orange frozen kefir blended together for a smooth refreshing nonfat treat, subject to seasonal changes. The basic benefits of kefir include additional live and active probiotic cultures—beyond even those in yogurt—that have been shown in various studies to enhance the immune system, fight fatigue, promote gastrointestinal health, aid in vitamin and mineral absorption, and ease lactose intolerance. Not all frozen yogurt shops offer a fully live or bio-active product!

In June '09 we introduced the "Yo'wich" for those looking for a change from their cup of froyo. This is a popular and guilt-free spin on the traditional ice cream sandwich that combines a generous filling of Culture organic frozen yogurt between our own baked-in-house cookies. Watch for our Yo'wich specials that may include Ginger Molasses cookies with organic Vanilla frozen yogurt, Chocolate Chocolate (two Chocolate cookies with organic Chocolate frozen yogurt), and Original frozen yogurt with Chocolate Chip cookies. No spoon needed!

For special or dairy-free diets we offer a delicious cool non-dairy and vegan treat, blending organic coconut milk, fresh organic bananas, and Green and Black's organic cocoa powder to create a revolutionary choco-banana-coco-popsicle that is smooth and satisfying!

We also offer our new Yo'shake, a guilt-free milk shake that you can tailor to your liking. It comes in Chocolate, Vanilla, Original, Malt, and Seasonal flavors and can be topped with our always-fresh fruit selections or toasted coconut.

Come in and enjoy our modern clean environment and have a truly organic experience while treating your body only to the best. Remember our motto, it's "Cool To Do + Good For You"!

Some of our website pages offer an online coupon that you can redeem at our store. Find the Sweet Deal Coupon and extend your benefit!

Our flagship store opened in September 2008 and is located in the California Avenue business district of Palo Alto, California and is open from Sunday to Thursday from 11am - 10pm and Friday and Saturday from 11am - 11pm, with plenty of parking on the street and in the parking lot behind the store.

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