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LUNCHBOXERS ANNOUNCES SIGNIFICANT GROWTH

Innovative Caterer Hires Executive Chef and Opens New Headquarters and Second Kitchen Facility

SALT LAKE CITY (Nov. 1, 2010) — Lunchboxers (www.lunchboxers.com), a healthy alternative to traditional school lunches, today announced the hiring of its new executive chef and the opening of a new headquarters facility in Orem and a new kitchen location in Salt Lake City.

Lunchboxers' new 4,000-square-foot headquarter facility, located at 48 West 300 North, will enable the company to significantly increase its production capabilities and to further expand its nutritious and innovative lunch menu offerings for schools across Utah. The facility is being custom-designed to better serve schools and will include a new self-contained baking station for Lunchboxers to provide fresh-baked goods for all meals.

In addition, Lunchboxers will open a second kitchen facility at Dual Immersion Academy to better serve its schools north of Salt Lake City. This 1,600-square-foot facility will cater at least 1,000 lunches to Lunchboxers schools.

Lunchboxers also recently hired Aaron Hobbs as executive chef to further expand the company's healthy offerings in line with the National School Lunch Program, which follows the USDA nutrition guidelines and focuses primarily on whole grains, fresh fruits and vegetables. Hobbs will be stationed at the new headquarters facility and will oversee Lunchboxers' entire production of several thousand fresh lunches served daily to schools throughout Utah.

"Lunchboxers' kitchen and expert staff expansion represents our continued commitment to providing high-quality and nutritious food to Utah schools," said Nik Wright, director of operations for Lunchboxers. "Our expanded team of experts and our new facilities will allow us to advance our menu innovation and increase our capacity to offer made-from-scratch meals featuring whole grains, fresh fruits and vegetables to the children in our state."

Lunchboxers was recently selected by the Utah State Office of Education as one of only two vendors to provide free and reduced-price lunches to schools in Utah. In Utah, 42 percent of families qualify to receive free or reduced-price lunches through this program. Lunchboxers was chosen based on its unique healthy school lunch program that strictly follows the USDA nutrition guidelines.

Lunchboxers provides a seamless process for schools to become involved. Lunchboxers' convenient online ordering system allows parents and kids to choose from two different meals every day and to pay for up to a month's worth of lunches at one time. Lunchboxers also offers smaller-sized meals for students in K-5 and larger-sized meals for those in grades 6-12. Parents can place and/or cancel orders up to 8 a.m. the same day.

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About Lunchboxers

Lunchboxers is the largest school lunch caterer in Utah, serving more than 33 private, charter and daycare schools. Lunchboxers facilitates the National School Lunch Program by ensuring its nutritious meals meet Child Nutrition Standards. Lunchboxers options are affordable and offer convenience of ordering online from a month ahead of time to 8 a.m. the same day. For more information, visit www.lunchboxers.com.

Media Contact:

Anne Williams

awilliams@intrepidagency.com

801.481.9482 (office)

801.458.3837 (mobile)