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**FOR IMMEDIATE RELEASE**

**BUBBLE CHOCOLATE® ANNOUNCES PRESTIGIOUS  
BROKER and DISTRIBUTOR NETWORK**

*Celebrating its First Anniversary as America's Only All Natural Aerated Chocolate Bar,  
Bubble Chocolate® Continues to Gain Distribution.  
Bubble Chocolate Has Become A Favorite Amongst Dieters.*

*Sample Bubble Chocolate at the Natural Products Expo East in Boston October 14-16.*

**SALEM, MA - - September 27, 2010 - -** Bubble Chocolate,® the only all-natural aerated chocolate brand with fewer calories than a regular chocolate bar is celebrating its first anniversary after it burst on to the U.S. scene in 2009. Nearly one year later, the company has nationwide distribution in some the Country's largest retailers and today, executives announced its prestigious broker and distributor network.

“In less than one year, we’ve managed to put a broker network together that comprise the best in the nation,” says Paul Pruett CEO of Bubble Chocolate®. “It’s evident that Bubble Chocolate® is the most unique product to hit the chocolate aisle in a long time and our brokers and distributors see this as a winner. We’ve proven American’s are ready for aerated chocolate and we expect the next year to be even better.”

While the aerated sensation is new to most Americans, it’s an estimated one billion dollar category worldwide (Mintel, 2009). Bubble Chocolate® looks like a regular

chocolate bar, but the inside has micro air bubbles. The nature of the aerated process makes Bubble Chocolate® lower in calories than a regular chocolate bar - - six squares of Bubble Chocolate® is only 100 calories.

In fact, there's one-third fewer calories in Bubble Chocolate® as compared to a traditional chocolate bar with the same volume. Despite the lower calories, it does not compromise the overall taste experience.

Bubble Chocolate® brokers include: New England: Johnson O'Hare; Southeast: Burdette Beckman; Illinois, Minnesota and Wisconsin: Carlin O'Brien; Ohio: All-State Brokerage; Canada: Nu Start Marketing; and Natural Brokers, Inc., covers the natural channel retailers in Arizona, Colorado, New Mexico, Nevada and Utah.

Distributors include C&S Wholesale Grocers, Haddon House, Unified Grocer's, Avenue Gourmet, Chex Finer Foods, Steiner Foods, The H.T. Hackney Co., Nash Finch Company, Atlanta Foods International, Bayside Food Group, Halfon Candy Company, Monel Gourmet, Garvey Distributors, and Redstone Foods Inc.

In addition to independent retailers across the U.S, Bubble Chocolate® also can be purchased at Meijer, BevMo, HomeGoods, Whole Foods Markets in the New England and Northern California regions, Roundy's Supermarkets, Kings Super Markets, Akin's Natural Food Markets, select Spec's stores and Central Market. Bubble Chocolate® also has swiftly expanded into Canada and can be purchased in Winners and HomeSense stores. Bubble Chocolate® also is available for purchase online.

According to Bubble Chocolate President Frank Drab, "The best way to enjoy Bubble Chocolate® is to start by breaking off a small piece and chewing it gently until it begins to melt. Your mouth will change from slightly dry to moist and creamy. This transition occurs when your taste-bud receptors are drawn to the chocolate bubbles as it starts to melt."

Using the finest European chocolate, Bubble Chocolate® is available in 2.82 ounce premium milk and dark chocolate bars. Bubble Chocolate® also offers a 10-bar merchandising display and/or a 60-count floor display. Bubble Chocolate will be at the Natural Products Expo East in Boston October 14<sup>th</sup>-16<sup>th</sup>, 2010. It will be located with Chex Finer Foods at Booth 3305.

For more information about Bubble Chocolate<sup>®</sup>, please visit the company website at [www.BubbleChocolate.com](http://www.BubbleChocolate.com). Also follow Bubble Chocolate<sup>®</sup> on Face Book at [www.facebook.com/bubblechocolate](http://www.facebook.com/bubblechocolate) and Twitter at [www.twitter.com/bubblechoc](http://www.twitter.com/bubblechoc).

*(###) Editor's Note – Photos and samples are available*