



FOR IMMEDIATE RELEASE

June 3, 2008

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Teen Music Phenomenon, the Jonas Brothers, Announce Grand Prize Winner of National Breakfast BREAKS Video Contest

Breakfast BREAKS Surprise Kids across America by Naming Five Runner-Up Winners in Response to Overwhelming Number of Contest Entries

Kevin, Joe and Nick Jonas, along with Mom Denise, Team Up to Raise Awareness about the Benefits Breakfast BREAKS Provide for Moms and Kids

Woodbury, NY, June 3, 2008 – ESE Foods, a division of East Side Entrées, and teen music phenomenon, the Jonas Brothers, today announced the winner of the national Breakfast BREAKS Video Contest, which invited kids to create videos that communicate why eating a nutritious breakfast everyday is important and submit them to www.breakfastbreaks.com. In a surprise announcement, Breakfast BREAKS also named five runner-up winners in response to the overwhelming number of entries and to recognize the quality and creativity that entrants put into many of the videos submitted.



Breakfast BREAKS box featuring the Jonas Brothers

Breakfast BREAKS, the quick and nutritious breakfast kit that can be eaten at home or on-the-go, is teaming up with the Jonas Brothers and their mother Denise to raise awareness about the importance of eating breakfast and the benefits Breakfast BREAKS can provide for both moms and kids. The new retail version of Breakfast BREAKS is currently available in stores and is modeled after the popular school version being used by hundreds of thousands of students across the country.

"We are proud of all the fans that created so many great videos and did such an amazing job describing the importance of eating breakfast everyday," said Kevin Jonas on behalf of his brothers, Joe and Nick. "We are glad to have partnered with Breakfast BREAKS on this contest because it's a great product that kids and moms can use everyday to make sure they start their mornings in the best way possible."

Kevin, Joe and Nick Jonas helped film a special video that was released online naming the grand prize winner, Brooke Odom, an 18-year-old student from Charlotte, NC who created a mini-musical complete with an original song and amazing choreography. The runner-up winners are: Ashley Patricio, 13-years-old, from Lynnwood, WA; Marissa Phillips, 14-years-old, from South Pasadena, CA; Candace Shoemaker, 17-years-old, from Louisville, KY; Sarah Van Valkenburgh, 14-years-old, from Windermere, FL; and, Amanda Warchol, 16-years-old, from New Hartford, CT. All of the winning videos can be found at www.breakfastbreaks.com.

Breakfast BREAKS, with the help of the winners' parents, made special phone calls yesterday during which the winners were surprised with the news that they won, while local newspaper, radio and television reporters listened in to hear their reactions. The grand prize winner will receive an exclusive once-in-a-lifetime VIP package that includes an all-expense-paid trip to spend time with the band, a Gold Record plaque engraved with her name commemorating the band's latest album, tickets to their highly-anticipated "Burning Up" Tour concert and photos documenting the entire experience taken by the Jonas Brothers' official tour photographer. The five runner-up winners will receive a personalized Gold Record plaque, tickets to the "Burning Up" Tour concert and meet-and-greet passes to meet Kevin, Joe and Nick in person.

"We were completely amazed at the number of contest entries we received and the quality, hard work and creativity that went into each and every video," said Gary A. Davis, CEO, ESE Foods and East Side Entrées. "We are thrilled to see so many kids across the country share in our belief that eating a nutritious breakfast everyday is the best way to start the day, and we hope moms and kids use Breakfast BREAKS to help begin their morning's right."

The retail version of Breakfast BREAKS is sold in a convenient single-serve box that contains a bowl pack™ cereal from General Mills (NYSE:GIS), a 100% fruit juice box from Minute Maid®, a division of The Coca-Cola Company (NYSE: KO), a nutritious snack and utensils. Each box has a handle and easy-to-open flip-up lid so that Breakfast BREAKS can be eaten at home or on-the-go. The retail version has a suggested retail price of \$2.49 and is available in an array of kid-friendly varieties, including Cheerios®, Cinnamon Toast Crunch®, Honey Nut Cheerios® and Lucky Charms®. Breakfast BREAKS are found in the cereal bar section of stores.

Kevin, Joe and Nick are featured on specially marked Breakfast BREAKS boxes that are currently available in stores. They also filmed a commercial and print ad for the product with their parents, Denise and Kevin, Sr., and little brother, Frankie, which is currently airing on national television and featured in magazines.

Because Breakfast BREAKS are completely portable, families across the country are finding them great for use at home *and* on-the-go. From the dining room table or kitchen countertop to the soccer field or in the car, Breakfast BREAKS can be served anywhere to help busy families simplify their mornings without sacrificing the nutrition their children need to start each day.

Breakfast BREAKS History

In 2005, ESE Foods' parent company, East Side Entrées, developed Breakfast BREAKS for schools in response to the startling fact that millions of children across America who are eligible for a free or reduced-price breakfast through the national School Breakfast Program were still not receiving them. Out of 55 million children who attend school in the United States, 30 million eat federally funded lunch at school, yet only 9.6 million eat federally funded breakfast. The school version of Breakfast BREAKS was an instant hit, helping thousands of schools overcome obstacles that prevented them from serving breakfast because the kits required no heating or refrigeration, could be served quickly and contained quality branded products that kids love to eat.

In the first year alone, Breakfast BREAKS were purchased by schools in more than 40 states, helping them serve hundreds of thousands of kids a nutritious breakfast. In response to an overwhelming request from parents to have the Breakfast BREAKS product available for home use, the company developed the new retail version that was recently launched. ESE Foods is working closely with GMR Entertainment who initiated and negotiated the partnership with the Jonas Brothers and is assisting in managing the strategy for the launch.

About ESE Foods

ESE Foods is a subsidiary of East Side Entrées of Woodbury, New York, which specializes in developing and marketing nutritious, kid-friendly products to the school foodservice and retail markets. East Side Entrées has been a leading supplier of nutritious food products to America's children since 1998. The company works with registered dietitians and leading nutritionists to

create delicious and nutritious products geared specifically to children. Breakfast BREAKS was designed to eliminate the traditional barriers to serving breakfast to children. To learn more about Breakfast BREAKS, go to www.breakfastbreaks.com.

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