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FOR IMMEDIATE RELEASE

The Sweet Life at 40...
Kozy Shack® Celebrates a Delectable Milestone:
40 Years of Delicious Desserts

**Consumers Invited to Share in the 40th Anniversary Celebration,
With Magazine and Recipe Card Giveaways**

Hicksville, NY - -June 8 –From its humble beginnings in 1967, when it first appeared on the scene as a popular homestyle rice pudding at a local Brooklyn deli, to its recognition in 2006 as “a supermarket gem” by *The New York Times*, Kozy Shack puddings have acquired a loyal national fan base that spans the generation gap. With this wholesome history, it’s only fitting that Kozy Shack’s 40th Anniversary coincides with National Dairy Month, and consumers are invited to join in the celebration, as follows:

- Expecting a milestone birthday yourself? If you’re turning 40 between June 7, 2007 and June 6, 2008, you’re invited to log on to kozyshack.com. The first 40 people who register will receive a free 1-year subscription to **MORE***, the popular magazine that celebrates women 40+
- Whatever your age, you’ll like the free deck of “Who Knew What Pudding Could do?” recipe cards you can send for from kozyshack.com. From a unique rice pudding “sushi” to traditional berry desserts, the beautifully photographed recipes are perfect for celebrations of your own.
- Good things come in great packaging! In recognition of Kozy Shack’s 40th Anniversary, the company has come up with a fresh new look for its packaging to reflect its premium, high quality appeal. With the new design, the packaging will have a consistent look and feel throughout the product line offerings. For consumers, the packaging will clearly communicate the particular product benefits, including “a good source of calcium, and 0g Trans Fat.”

Vinnie Gruppuso, chairman and founder of Kozy Shack Enterprises, Inc., reflected on the company's history. "From the moment I tasted the deli's rice pudding, I knew I had to find a way to bring this delicious dessert to consumers. Through hard work, dedicated employees and an unyielding commitment to the highest-quality ingredients, we have built a company that proudly puts its product on the shelf every day across the country."

From its roots in rice pudding, Kozy Shack products have grown to include a wide variety of delicious puddings and flans, as well as a line of No Sugar Added pudding. Using fresh milk and other natural ingredients, Kozy Shack puddings and flans are still slow-cooked in kettles using no additives or preservatives. All products are gluten-free and certified Kosher.

Kozy Shack is a family-owned business with headquarters in Hicksville, New York. In addition to its Hicksville manufacturing plant, the company operates two additional plants in Turlock, California and Lough Egish, Ireland. Kozy Shack and its distribution service, Freshway Distributors Inc., employ over 400 people dedicated to bringing the freshest, premium dairy desserts to consumers.

For a complete list of Kozy Shack products, ingredient information and recipes, log on to their Web site at www.kozyshack.com

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*For complete terms & conditions please visit www.kozyshack.com and click on the 40th Anniversary logo on the homepage.