



Contact: Peter Berk
Partner
Crier Communications
310-274-1072 x205
peter@crierpr.com

Eggology Introduces New Line Of All-Natural Hardboiled Eggs *Convenient, Organic, Cage-Free, & Original (2-Packs) All Certified Humane*

Canoga Park, CA, March 14, 2008 - Eggology, the leader in the all-natural egg white industry, today cracks open a brand new line of all-natural, Certified Humane Hardboiled Eggs, it was announced by company founder Brad Halpern.

Representing the ideal healthy snack, the new line is offered in three convenient 2-pack variations: Certified Organic, Cage-Free and Original. Each package features peeled, ready-to-enjoy hardboiled eggs in a vacuum pack along with packets of salt and pepper. All three variations are low in calories, all-natural, Certified Humane, fresh, Kosher, and completely free of preservatives, GMOs and trans fats.

Representing another eggstreme makeover of traditional eggs from Eggology, the new Hardboiled Eggs product line has a suggested retail price ranging from \$.99 to \$1.30 (depending on the 2-pack variation being purchased). Currently available at Organic To Go, Eggology's Hardboiled Eggs will also be offered at Whole Foods Markets and numerous other fine food stores and mainstream supermarkets nationwide beginning mid March.



"While our focus as a company will always be on egg whites, consumers have been asking us for years to create an all-natural hardboiled egg line, and we thought the time was perfect to introduce it to the marketplace," says Brad Halpern, Founder and CEO of Eggology. "I am confident that our Hardboiled Eggs will not only offer people a convenient way to get the daily protein they need, but a level of quality, taste, and nutritional value they won't find in any other comparable product being sold today. This is the coolest thing to throw in a lunch box"

The launch of the new Hardboiled Eggs line comes on the heels of another significant development at Eggology, as the company just this month became Certified Humane.

About Eggology

Eggology was launched as a consumer retail company in 1995 after enjoying widespread success among bodybuilders and other savvy health aficionados with its flagship 100% all-natural, certified Organic Liquid Egg Whites. Eggology is the only company that utilizes only fresh pasteurized egg whites (from eggs just three days off the farm), which are 100% pure, organic, USDA approved and kosher. The company also uses an independent lab to test for salmonella and listeria, meaning food-lovers can enjoy the company's products cold, hot, cooked, or raw. More info at www.eggology.com.

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