

**HEART-HEALTHY POMPEIAN OLIVE OIL TOUTS BENEFITS ON NEW LABEL
- Timely Changes for February, Heart Health Month -**

BALTIMORE, MD – January 2006 – Pompeian Olive Oil now carries a new label, proudly explaining the heart-healthy benefits of using its product. The food experts at Pompeian, Inc., who have been producing America’s favorite olive oil for a century, have always known that “you are what you eat.” And now, medical science has proven what good cooks have been sure of for generations: The vitality of the Mediterranean people and their love of delicious food (especially olive oil) are linked. The delectable Mediterranean Diet – high in consumption of olive oil, produce and cereal; moderate in consumption of alcohol (mostly wine); low in consumption of dairy products, meat and saturated fat – is good for your heart.* And, February, Heart Health Month, is an excellent opportunity to add more olive oil in your diet.

Mounting credible scientific evidence for the health benefits of olive oil prompted the U.S. Food & Drug Administration (FDA) to announce in November 2004 that it would allow a qualified health claim on olive oil labels. As the new Pompeian Olive Oil label explains, studies suggest that consumers can reduce the risk of coronary heart disease if they choose monounsaturated fats – like those in olive oil – in lieu of saturated fats. (Of course, the total number of calories eaten per day must not increase to achieve the full benefit of the switch to monounsaturated fats.)

According to dietician Riska Platt, MS, RD, who has been carefully monitoring studies that correlate the Mediterranean Diet and good health, “Olive oil is essential to the health benefits of the Mediterranean Diet. Scientific paper after paper shows that the Mediterranean area boasts one of the highest rates in the world for adult life expectancy, and some of the lowest rates in the world for coronary heart disease, certain cancers, and several other chronic diseases that are diet-related.”

Platt points out that the Mediterranean Diet translates eating healthfully to enjoying exciting, flavorful food. For instance, cholesterol-free and vitamin-E-rich Pompeian Extra Virgin (robust), Classic Mediterranean (moderate) and Extra Light Tasting Olive Oil offer versatility in both cooking and baking. Pompeian’s line of vinegars, cooking wines, and imported artichoke and olive products are also carefully processed with good taste and good health in mind.

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*This definition of the Mediterranean diet appeared in the April 2005 issue of the *British Medical Journal*.

Riska says: "Vinegar flavors food without the need for fat or salt. Additionally, it encourages consumption of salads and other veggies which contribute to overall good health." And, Pompeian's latest addition to its vinegar line-up, Pompeian Rice Vinegar Traditional or Seasoned, is naturally fat- and gluten-free.

Pompeian has a century's worth of expertise in bringing the best of the healthy Mediterranean foods to the healthy American table. "Life is Good" at Pompeian, Inc., as the company motto goes. And, Pompeian makes it even better by offering the high-quality olive oil, a cornerstone of the healthy Mediterranean Diet, that can help lower the risk of coronary heart disease.

"February was designated Heart Health Month to raise awareness of the benefits of lifestyle changes, such as adding foods high in nutritional value and low in saturated fat to your diet," explains Platt. "It's an excellent time to try out a more flavorful, more healthful way of enjoying food."

For further information on Pompeian, Inc. and its fine products, please visit the website at: www.pompeian.com. To receive a copy of the Pompeian Recipe Booklet, "The Healthy Table", featuring 24 recipes, including three recipes from famous cookbook author and TV personality, Nick Stellino, as well as nutritional tips from Riska Platt, MS, R.D., an order form is available on the website or send your name and address, along with a check/money order for \$2.50 (for shipping & handling) made payable to Pompeian Healthy Table to: Pompeian "Healthy Table" Recipe Book Offer, P.O. Box 385, Paramus, NJ 07653-0385.

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