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FOR IMMEDIATE RELEASE

**POMPEIAN OFFERS NEW HEALTHY POMEGRANATE INFUSED VINEGARS  
IN THREE TANGY, FLAVORFUL CHOICES**

BALTIMORE, MD – JUNE 2007 – Want to add a new, sweet and tangy flavor to your next dining experience? New Pompeian Pomegranate Infused Vinegars can do it for you. And, beyond gourmet appeal, these vinegars are infused with healthy pomegranate, a major source of antioxidants.

Today, pomegranate is making news because it is high in vitamins and polyphenols, powerful antioxidants believed to play a role in the prevention and/or treatment of major conditions like heart disease and cancer. Antioxidants – found in pomegranates, Concorde grapes and red wine – are believed to fight free radicals, which damage the body and may cause accelerated aging. “Preliminary research suggests that pomegranate juice is associated with such advantages as: Improvement of blood pressure; decreased thickness of the carotid artery lining; lowered LDL oxidation; reduced cholesterol and plaque buildup in the blood vessels; lowered risk of certain cancers; and slowing of prostate cancer growth,” comments Bill Monroe, CEO of Pompeian.

Pomegranate infusion in Pompeian vinegars heightens the antioxidant levels and flavor without adding fats. In addition, a recent review of scientific studies by an Arizona State University team found that vinegar ingestion reduces the glucose response to a carbohydrate load in healthy adults and in individuals with diabetes. The combination is a winning one and a wonderful alternative to traditional vinegars.

Pomegranate’s unique and delicious flavor has been enjoyed in Mediterranean and Middle East Diets for centuries. Now with these three new varieties of Pompeian Infused Vinegar, *Pomegranate Infused Balsamic Vinegar*, *Pomegranate Infused Blush Balsamic Vinegar*, and *Pomegranate Infused Red Wine Vinegar*, you can enliven just about any of your favorite meals with the flavor of this luscious Mediterranean fruit.

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“Native to the warm climates of the Mediterranean, the intense sweet-tart flavor of pomegranate is a perfect match for aromatic meats like lamb and duck,” notes Nick Stellino, celebrated chef and TV personality. “Or you can add it as a splash or together with Pompeian Extra Virgin Olive Oil over a mixed green salad with orange slices and red onions,” he suggests.

Stellino notes, “New Pompeian Pomegranate Infused Blush Balsamic Vinegar is endlessly versatile. You can use it to dress up your favorite braised meats or blend it with citrus flavors to create a glaze that adds piquancy to roast chicken and roasted salmon fillets.”

“This flavorful new blend is a great way to add depth to any of your favorite pan sauces, stews, and soups,” he adds. “It’s the perfect way to bring sumptuousness to everyday foods like fresh vegetables, fish, and poultry.”

And you have a choice of three invigorating flavors:

*Pompeian Pomegranate Infused Balsamic Vinegar* is a wonderful blend made by infusing concentrated pomegranate and premium grape essence into Pompeian’s famous imported balsamic. Rich in flavor and gluten-free, it enhances the taste of a variety of foods and is packed with the potent healthful benefits of naturally occurring antioxidants present in grapes and pomegranates. Perfect for marinades and a balsamic vinaigrette salad dressing.

*Pompeian Pomegranate Infused Blush Balsamic Vinegar*. The world’s first truly unique balsamic Blush, featuring the finest imported white balsamic infused with concentrated pomegranate and white grape essence.

*Pompeian Pomegranate Infused Red Wine Vinegar* is a unique combination that starts with Pompeian’s world-famous red wine vinegar – America’s best selling brand. It is carefully infused with concentrated pomegranate and premium grape essence. The result is the perfect blend of tangy pomegranate and the luscious sweet taste of our traditional red wine vinegars.– which contain the potent healthful benefits of naturally occurring antioxidants. Red wine vinegar also is developing a health-food aura based on findings that it may combat hypertension, diabetes, and obesity, as well as bacteria-borne diseases.

For further information about Pompeian and its products, please visit:

[www.pompeian.com](http://www.pompeian.com)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

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