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The Recipe for Cooking Smarter and Healthier:

New Pompeian OlivExtra[®] Plus Blends Olive Oil, Canola Oil and Omega-3 DHA

BALTIMORE, MD – April 2009 – Food shoppers are beginning to notice a new trend in food fortification when they visit their local supermarkets. It's the addition of DHA to everything from infant formula to blueberry juice to cheddar cheese. This trend has taken off because DHA is an essential fatty acid that supports brain, eye and cardiovascular health throughout life.

Now Pompeian, the century-old importer of olive oil, is introducing an innovative cooking oil, OlivExtra[®] Plus with Omega-3 DHA so that foods prepared from scratch also can contain DHA, along with beneficial extra virgin olive oil and canola oil.

In launching the new product, Bill Monroe, CEO of Pompeian, stated, “Pompeian is focused on bringing out products that will deliver greater benefits – along with great taste – to American consumers. OlivExtra® Plus is a special scientific blend that includes the type of nutrients that scientists are heralding as key components of a proper diet. We believe it will become known as the ‘The Smarter Cooking Oil™.’”

Pompeian OlivExtra® Plus is blended for a balance of taste, cooking properties and nutrition. It includes premium robust-tasting Pompeian Extra Virgin Olive Oil, which has natural antioxidants, and milder-tasting canola oil, a source of ALA essential fatty acids. Pompeian OlivExtra® Plus is then infused with 32 mg per serving of Omega-3 DHA, a long-chain fatty acid that serves as a primary building block for the brain and the eyes and supports brain, eye and cardiovascular health throughout life. Based on this level of infusion, Pompeian OlivExtra® Plus is considered by the FDA an “excellent source of DHA Omega-3 fatty acids.”

Celebrity chef Nick Stellino uses it and says, “OlivExtra® Plus with Omega-3 DHA is the perfect oil to cook with for sautéing and frying at a high heat without burning. When cooking, I find it is gentle enough to seal in the juices of one of my favorite dishes, succulent sautéed shrimp. And the Omega-3 component makes it healthier.”

Fish are often thought to be the only source of Omega-3 DHA. However, Pompeian uses *life'sDHA*™ from Martek Biosciences Corporation. This is a trusted, vegetarian form of DHA that contains no oceanic pollutants and toxins. It is derived from microalgae and produced in the U.S. in an FDA-inspected facility, from start to finish, using a sustainable source that does not deplete ocean resources. It is preferred by vegans, and is Kosher as well.

Leading experts around the world have noted that DHA (docosahexaenoic acid) is an important nutrient for health throughout the lifecycle, from infants to aging adults. Yet despite its importance, Americans have among the lowest dietary intakes of Omega-3 DHA in the world. Dr. Mehmet Oz, who frequently appears on Oprah, has been a proponent of more DHA intake.

According to Pompeian’s scientific team, OlivExtra® Plus contains natural olive oil antioxidants, is low in saturated fat, cholesterol free, and has zero grams of trans fat. OlivExtra® Plus is not only healthy but great tasting, too: more mild than Pompeian Extra Virgin Olive Oil and with more taste than Pompeian Classic Mediterranean Olive Oil. This makes OlivExtra® Plus perfect for salads and adds a distinctive flavor to meats, marinades, sauces and pasta. It’s also ideal for sautéing due to its high smoke point.

Pompeian OlivExtra® Plus with Omega-3 DHA is available in supermarkets now. To learn more about OlivExtra® Plus and discover a variety of delicious recipes you can make with it, visit: www.pompeian.com.

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