



CONTACT: Atalanta Rafferty
RF|Binder for Atkins
(212) 994-7511
Atalanta.Rafferty@rfbinder.com

FOR IMMEDIATE RELEASE

ATKINS™ NUTRITIONALS PARTICIPATES IN VOLUNTARY PEANUT RECALL

DENVER, CO. (January 31, 2009) – On January 20, Atkins Nutritionals, Inc. (Atkins) announced that none of its products were affected by the widely publicized recall of peanut butter and peanut paste processed at the Blakely, Georgia facility of Peanut Corporation of America (PCA), and linked to an outbreak of *Salmonella* related complaints and illnesses. On January 28, 2009, PCA unexpectedly expanded its voluntary recall to include all peanuts and peanut products processed at its Georgia facility. Although Atkins products contain no peanut butter or peanut paste sourced from PCA, four Atkins products do contain granulated peanuts, or peanut pieces, sourced from PCA's Georgia facility. As a result of PCA's expanded recall, Atkins has determined to voluntarily recall these four Atkins products out of an abundance of caution because they contain granulated peanuts recalled by PCA. While Atkins has determined to voluntarily participate in this recall, purely as a precautionary measure, out of concern for our consumers and retail customers, we are confident all our products are safe. Atkins requires extensive laboratory testing of all ingredients used in every Atkins product, and our finished products are also rigorously tested. As a result of Atkins' food safety protocols, and the extensive laboratory testing on all Atkins products, no *Salmonella* contamination has been found in any of the Atkins products subject to this recall, but the Company is taking this step to assure our consumers that food safety is our highest priority.

Only the following products are subject to this voluntary recall:

- Advantage Chocolate Peanut Butter
- Advantage Peanut Fudge Granola
- Day Break Peanut Butter Fudge Crisp
- Endulge Peanut Caramel Crisp

For Advantage Chocolate Peanut Butter bars, only products manufactured after April 2008 are subject to the recall and detailed information pertaining to affected lot numbers is available at www.atkins.com.

No other Atkins products are affected by this recall. Atkins apologizes to consumers and retail customers for the inconvenience resulting from this recall. If consumers find that they have any of these products in their possession, they are asked not to consume the products. Consumers seeking a replacement or refund for recalled products should call Atkins Consumer Hotline number, 1-800-628-5467. Atkins intends to update this notice as the situation develops.

People infected with *Salmonella* can have some or all of nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping and fever. Rarely, *Salmonella* can result in more serious disease, including headache, joint pain, muscle pain, eye irritation, and urinary tract symptoms. Consumers exhibiting these signs after having contact with this product should contact their healthcare providers.

About Atkins Nutritionals, Inc.

Atkins™ Nutritionals Inc., a leading player in the \$2.4 billion dollar weight control nutrition category, offers a powerful lifetime approach to weight loss and weight management. The Atkins Nutritional Approach focuses on a healthy diet with reduced levels of refined carbohydrates and refined sugars and encourages the consumption of lean protein, fiber, fruits, vegetables and good fats. Backed by research and consumer success stories, this approach allows the body to burn more fat and work more efficiently while helping individuals feel less hungry, more satisfied and more energetic.

Atkins™ Nutritionals Inc. manufactures and sells a variety of nutrition bars and shakes designed around the nutrition principles of the Atkins Diet. The Atkins line of products appeals to a broad audience of both men and women who want to achieve their weight management goals and enjoy a healthier lifestyle. Atkins products are available in more than 30,000 locations throughout the U.S. and internationally. For more information, please visit www.atkins.com.

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