

NEW CARBWATCHERS™ ICE CREAM IS LOW IN CARBS AND SUGAR, BUT BIG ON TASTE! - A Low Carb Dieter's Dream in Five Cold, Creamy Flavors!

HOUSTON Nov. 17, 2003 – Labrada Nutrition today announced the introduction of its new CarbWatchers™ Premium Gourmet Ice Cream in five flavors. With only 2-5g of net impact carbs per flavor, and no sugar added, the ice cream is ideal for the low-carb dieter. CarbWatchers™ ice cream will be available in the frozen foods section of retail outlets nationwide later this month.

The new CarbWatchers™ ice cream is the latest addition to Labrada's growing line of low-carb CarbWatchers™ functional food products.

"We are seeing the growth in the number of consumers who want to restrict the intake of carbs in their diets, and we hear their requests loud and clear!," says Labrada President and CEO Lee Labrada.

"I think we'll see a growing demand for low-carb foods like the CarbWatchers™ ice cream, because it's a wonderful treat that fits into the low-carb lifestyle. People can splurge without blowing their diets!"

The new ice cream comes in five flavors: Butter Pecan, Dulce de Leche, Cookies & Cream, Chocolate Fudge Swirl and Vanilla.

Butter Pecan contains a smooth texture with real bits of crunchy pecans and light brown caramel.

Dulce de Leche is a mixture of caramel ice cream and chewy caramel swirl.

Cookies & Cream is a signature flavor, containing real bits of chocolate cookie chunks.

Chocolate Fudge Swirl has a rich chocolate taste with fudge swirls.

Vanilla is rich and creamy and sure to please.

About Labrada Nutrition

Products currently produced by Labrada Nutrition include Lean Body Hi-Protein Meal Replacements and Bars, CarbWatchers® Lean Body® Ready-to-Drink, Lean Body for Her® Meal Replacement Drink Mix, CarbWatchers® ProPlete® Gold Whey Protein, Elasti Joint™ joint repair formula, ProV60® Protein Blend, Charge ASF! thermogenic formula, EFA Lean™ Essential Fatty Acid Blend, Liquid Kwik Vites™, CarbWatchers® Gourmet Sugar-free Chocolate and new CarbWatchers® Premium Gourmet Ice Cream. Labrada's other CarbWatchers® products include new tortillas in eight flavors and CarbWatchers® Gourmet Baking Mixes. Labrada products are distributed nationally and internationally in health food stores, fitness centers and gyms and other fine retail outlets. They can be found on the Web at www.labrada.com

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