

Martha Stewart Show to Feature Segment on Baking for People with Food Allergies

South Salem, New York – January 21, 2007 - On Tuesday, January 29th, Lori Sandler, creator of Divvies (the allergen-safe treats that are made to share), and her son Benjamin, will join Martha Stewart on her show to make their notoriously moist and delicious cupcakes without using the traditional ingredients; milk and eggs. Lori Sandler started Divvies with her husband Mark as a sweet solution for the millions who have serious food allergies and can’t share in the fun of party treats or even the simplest playdate snacks ...

Sandler was determined to bring the yummy, safe confections she’d perfected for her son, Benjamin, who has life-threatening food allergies, to the rescue of other parents who were struggling to find delicious treats for their children with food allergies. Sandler was determined to bring the yummy, safe confections she’d perfected for her son, Benjamin, who has life-threatening food allergies, to the rescue of other parents who were struggling to find delicious treats for their children with food allergies. While milk, eggs and nuts get left out of every Divvies treat, the key ingredient to the company’s success is that kids don’t get left out.

Martha Stewart invited Lori and her son, Benjamin, into her television kitchen to share with her world-wide audience how simple it is to bake something sweet and delicious that can include rather than exclude guests with food allergies. Benjamin let Martha know that his mom doesn't make this whole line of gourmet treats just for him, but for everyone.

“Isn’t it nice that your mom makes all these treats for you?” Martha asked Benjamin on set. Benjamin let Martha know that his mom doesn’t just make this whole line of gourmet treats just for him, but for everyone with or without food allergies.

Check local listings for the network and time this segment will air. Contact Martha Stewart directly and air your thoughts, comments and support for segments like the one featuring Divvies that deal in a very practical way with food allergies and bring awareness to the issues facing so many of our children.

Accredited media interested in scheduling an interview to discuss this press release in more detail are encouraged to contact Lori@Divvies.com

About Divvies

Divvies is headquartered in South Salem, NY and is committed to raising awareness and identifying new ways to help parents and children cope with food allergies. Divvies donates a portion of the proceeds of the sales on their gift boxes to the Food Allergy Initiative, an organization dedicated to food allergy research. Divvies is continually expanding their product line. For a press kit, or to place an order, visit <http://www.divvies.com/>.

Contact:

Mark Sandler -- President
240 Oakridge Common
South Salem, NY 10590
914-533-0333
www.divvies.com