

Food Allergy-Friendly RoadTour: Next Stop, Rachael Ray

Enjoy Life Foods, the country's leading allergy-friendly, gluten-free company, received an amazing Valentine's Day gift today when it learned that its popular Snickerdoodle cookies would be featured as the "Snack of the Day" on the nationally syndicated Rachael Ray Show on Monday, February 18, 2008. Snickerdoodles, classic soft cookies topped with cinnamon sugar, are the most popular flavor among the company's wide variety of allergy-friendly and gluten-free foods. Like all of Enjoy Life's delicious products, Snickerdoodles are specially made to be gluten-free and free of the eight most common allergens*. Also, they are all natural, trans fat free and made in a dedicated nut- and gluten-free bakery ...

"We are extremely proud to be featured on the Rachael Ray Show," says Scott Mandell, president, CEO and co-founder of Enjoy Life Foods. "We're happy that even more people with diet restrictions will learn they can find great cookies made especially for them as close as their local grocery stores," he adds. "Even if you don't follow a special diet, our Snickerdoodles are a darn good cookie."

Approximately 135 audience members of the Rachael Ray Show will receive a free box of Enjoy Life Snickerdoodle cookies and sample them on the air. For show times and local channels in your area, visit the show's website at <http://www.rachaelrayshow.com/show-info/showtimes/>

Continuing to gain attention for the food allergy community, this special Rachael Ray feature is right on the heels of Martha Stewart's recent showcase of Divvies food allergy friendly cupcakes and treats, and the Martha Stewart 'Big Idea' campaign that included a potential food allergy magazine from the mega-media company.

Enjoy Life Foods offers 21 delicious allergy-friendly and gluten-free products including soft-baked cookies, snack bars, granola, bagels, semi-sweet chocolate chips and nut-free trail mixes, all of which are made in a dedicated nut- and gluten-free facility. Each product is free of the eight most common allergens*, certified gluten-free (by the Gluten Free Certification Organization), casein-free, all natural, trans fat free and certified Kosher. All Enjoy Life products are vegetarian and many are also vegan.

Enjoy Life products can be found at natural food and select grocery stores throughout the United States and Canada. Visit Enjoy Life Foods for store locations and more.

For consumer opinions on Enjoy Life products, see the product reviews on Go Dairy Free.

About Enjoy Life Foods

Enjoy Life Natural Brands, LLC (d/b/a Enjoy Life Foods, LLC (ELF)) was founded in 2001 with the mission of making great-tasting allergy-friendly foods that most everyone can eat freely. The company launched the Enjoy Life brand in 2002 with a broad product line that is free of the eight most common allergens and gluten-free. To meet the needs of a rapidly growing consumer base, in 2004 the company acquired Perky's® 100% Natural, a line of gluten- and nut-free cereals. Today, ELF offers 26 different Enjoy Life and Perky's products that are sold in natural food and select grocery stores throughout the United States and Canada. In September 2007, Enjoy Life Foods was named to the Inc. 500 list of the fastest growing privately held businesses in the U.S. For more information, visit Enjoy Life Foods.