

Cherrybrook Kitchen®

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CHERRYBROOK KITCHEN ANNOUNCES NEW PARTNERSHIP WITH ARTHUR

Introduces Cookie Mix Featuring Arthur and Friends

April 20, 2009 (Burlington, MA) -- Cherrybrook Kitchen (www.cherrybrookkitchen.com), the brand known for allergy-friendly desserts and snacks, is pleased to announce their new partnership with Arthur, the award-winning PBS character whose TV show entertains kids while providing insight on how to face the challenges, lessons and obstacles of growing up.

Launched in 2005, Cherrybrook Kitchen has quickly become one of the leading brands that address the needs of people with food allergies. All Cherrybrook Kitchen products are peanut-free, dairy-free, egg-free and nut-free. In addition, the company makes products that are also wheat free and gluten free. With an estimated 12 million Americans suffering from food allergies¹, three million of which are children, the Cherrybrook Kitchen venture speaks to an ever-growing audience of people with food allergies and their network of friends and family.

Marc Brown, the creator of Arthur, addressed food allergies in a PBS Arthur segment during the 2007 season. In the episode, titled "Binky Goes Nuts", Arthur's friend Binky discovers that he is allergic to peanuts. The episode addresses many of the fears, questions, and concerns that children with food allergies and their parents have when newly diagnosed.

"When we learned that Binky had food allergies," says Patsy Rosenberg, founder of Cherrybrook Kitchen, "we knew that we had to introduce Arthur and Binky to Cherrybrook Kitchen. We are so pleased to be working with Marc Brown and Arthur. We believe this partnership will bring greater awareness and educational opportunities for people with food allergies in a way that is fun, smart and inclusive."

¹ http://www.aaaai.org/patients/resources/fastfacts/food_allergy.stm

"We are very selective in the ways we associate Arthur with products," says Marc Brown, creator of Arthur, "what I find most exciting about this new relationship is the way we have used Binky's food allergy on the show to be helpful to kids through the products at Cherrybrook Kitchen."

The first Arthur product from Cherrybrook Kitchen will be Arthur Chocolate Chip Cookie Mix. The product is peanut-, dairy-, nut- and egg-free and will include an original Marc Brown story about Binky's food allergies. In addition, the cookie mix is all natural, kosher certified and vegan. Available now in stores where other Cherrybrook Kitchen products are sold, the product has a suggested retail of \$4.99.

About Cherrybrook Kitchen

Cherrybrook Kitchen was founded in 2005 by Patsy and Chip Rosenberg after Patsy developed adult onset food allergies. The allergy-friendly products are produced in a completely nut-free facility. The products are routinely tested for dairy, egg, wheat, and gluten allergen cross-contaminants to ensure safety for every consumer. All Cherrybrook Kitchen products are kosher, vegan certified and trans fat free. Available in major retailers across the country and online at www.cherrybrookkitchen.com, Cherrybrook Kitchen is The Sweet Solution for Food Allergies.

About ARTHUR

ARTHUR, based on Marc Brown's best-selling books, is the highest rated weekday children's series on PBS among children 6-11 (Source: For PBS, NTI Pocketpiece, October 2007-June 2008). ARTHUR has won numerous awards, including the George Foster Peabody Award, a BAFTA and six Daytime Emmys – four for Outstanding Children's Animated Program.

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