

HEAVENS' BISTRO ANNOUNCES EXPANDED DISTRIBUTION WITH THE KROGER COMPANY

AUSTIN, Texas. (September 13, 2004)-Heavens' Bistro today announced expanded distribution with the Kroger Company, based in Cincinnati, Ohio. Beginning in September 2004 Heavens' Bistro products will be available in seven Kroger divisions, affecting over 1,000 Kroger and subsidiary stores. Heavens Bistro will be available in the Kroger Michigan, Central (Indiana), Atlanta, Cincinnati, Columbus, and Southwest (Texas) divisions, as well as through Kroger's King Sooper and City Market stores in the Denver area.

Mark Stryker, Chairman and CEO of Heavens' Bistro had this to say regarding the expanded distribution. "For a small company the job of making the products available to the widest possible consumer market is the most daunting challenge we face. Through telephone calls and our website we get thousands of consumer inquiries and the lion's share of the questions are 'Where can I find you?' To be able in a single stroke to grow our retail distribution from 800 stores to over 1,800, and to do this with one of the absolute marquis names in the consumer grocery business is extremely exciting. This opens our products up to a large consumer segment that has been patiently waiting for Heavens' Bistro to be carried in their neighborhood, and that is the most important part for us!"

Mr. Stryker commented further saying, "Heavens' Bistro was founded on the proposition of giving consumers great tasting foods that fit into anyone's menu. While working on expanding our relationship with Kroger I have been astounded by the absolute commitment of Kroger people at all levels to providing their consumer guests with the highest levels of service and product selection. This philosophy is very apparent in their pursuit of delivering great products to their consumer guests in the healthy-eating categories. We simply could not be any more fortunate than to begin the next stage of our growth as a company by working with an organization of the quality and stature of the Kroger Company."

Serving the retail and club-store grocery market since 1998 Heavens' Bistro has five low-fat, high-fiber varieties available. A 98% fat-free Barbecue Chicken Pizza, flavored with sweet and tangy barbeque sauce topped with red onions and savory chicken; 98% fat-free Pepperoni Pizza, topped covered with spicy turkey pepperoni; a Grilled Vegetable Pizza that is 99% fat-free, piled high with succulent, roasted vegetables; and two new varieties in a Three Cheese Pizza, with a superb blend of provolone, mozzarella and parmesan cheeses, and their Chicken Sausage Pizza with delicious and guilt-free chicken sausage, both 97% fat-free.

For a full list of store locations, as well as access to the Internet storefront visit www.heavensbistro.com [<http://www.heavensbistro.com>](http://www.heavensbistro.com), or call 1-888 HEAVNLY (432-8659)