

FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

**KU DINING SERVICES TO OFFER EXPANSIVE SELECTION
OF ORGANIC & ALL-NATURAL PRODUCTS THROUGH
NEW “MINI-CONCEPT” MARKETFRESH**

MarketFresh to Feature Snack Items, To-Go Meals and Produce from Leading Organics Companies

LAWRENCE (October 5, 2007) – KU Dining Services announced today its plans to unveil MarketFresh, a dedicated “mini-concept” within The Market retail café (Kansas Union) that will feature organic and all-natural snack items, to-go soups/salads and produce beginning Friday, October 5.

“The addition of MarketFresh to KU Dining Services’ growing portfolio of high-end offerings is an exciting one,” said Nona Golledge, Director, KU Dining Services. “Our customers are aware of – and appreciate – organic, all-natural products and we are happy to now offer such a variety in one place.”

MarketFresh’s offerings will run the gamut from organic and all-natural granola and fruit to dairy products, sandwiches with organic bread and meats, soups and premium packaged salads.

“Historically, customer response to our organic offerings has been tremendous,” said Alecia Stultz, Assistant Director, KU Dining Retail Operations. “We anticipate the same kind of enthusiastic response with MarketFresh, given the range of products that will be featured.” The addition of MarketFresh follows KU Dining Services’ recent introduction of organic quick breads from Lawrence-based grocery cooperative Community Mercantile and its residential dining center celebration of local farmers and vendors, entitled “Farm to Fork.”

“As a department, we’re always looking to expand the types of offerings we know our customers will appreciate,” Golledge said. “We’re confident that MarketFresh will prove to be one more way to meet that demand.”

The following companies will be featured at MarketFresh beginning Friday, October 5:

- < Organic Valley
- < Wildwood Farms
- < Nature’s Path
- < GeniSoy
- < Annie’s Homegrown
- < Horizon Organic
- < Larabar
- < Bear Naked
- < Rudi’s
- < Spectrum
- < Applegate Farms
- < Nature Valley
- < Annie Chun’s
- < Food for Life Baking Company

For more information on **KU Dining Services**: <http://www.kudining.com>

About KU Dining Services

KU Dining Services is a division of the KU Memorial Union Corporation within Student Success. Our mission is to provide students, the campus community and visitors with high-quality diverse cuisine and innovative guest services in a friendly, supportive environment. KU Dining Services operates facilities across campus, including Impromptu Cafe (Kansas Union), The Market (Kansas Union), The Underground (Wescoe Hall), Crimson Café (Burge Union), Mrs. E’s Dining Center (Lewis Hall), The Studio (Hashinger Hall), GSP Dining Center (GSP-Corbin) and Oliver Dining Center (Oliver Hall), seven Hawk Food Stop snack bars (Strong, Spahr, Anschutz, JRP, Watson, Murphy, Visual Arts) and three Pulse Coffee and Smoothie operations (Kansas Union, The Underground and The Studio).