



Momentum Venture Management Makes Investment in Brown Bag Naturals

-- Natural Foods Company Delivers Healthy, Natural and Organic Meals to School Children --

February 25, 2008 – Los Angeles, Calif. – Momentum Venture Management (www.mvm-partners.com), a Los Angeles company that helps entrepreneurs transform their technologies into viable, well-funded businesses, today announced that it has made an investment in Brown Bag Naturals (www.brownbagnaturals.com), a Los Angeles company that partners with leading natural and organic food manufacturers to deliver healthy lunches to school children throughout Southern California. The company is building a scalable infrastructure that will allow it to extend its distribution network into other major markets later this year. In addition to providing capital, Momentum Venture Management partner Stu MacFarlane will serve as Chief Marketing Officer of Brown Bag Naturals.

Adam D. Zauder, CEO & Founder of Brown Bag Naturals, says, "Seventeen percent of US children ages 2 to 9 are now overweight and childhood obesity has reached epidemic levels. Our mission is to partner with natural and organic food brands to turn the tide. Most school lunch programs only add to the problem, offering meals that in terms of artificial ingredients, calories, fat and sodium content, are remarkably similar to fast food offerings. Brown Bag Naturals uses all natural ingredients, fresh fruit and vegetables, and whole grain breads to create fresh meals that are not only good for kids, but also taste great. If we can give kids meals they like while helping to build the foundation for a lifetime of healthy eating, then we are doing our job."

"We see this as an excellent market opportunity," MacFarlane says. "There is a national awareness that kids need to get healthier and more nutritionally aware and we are poised to be at the forefront of this trend. School systems are taking the first step by removing soda and junk food machines, and Brown Bag Naturals is leading the next wave by providing a lunch and snack time alternative that is both delicious and good for children."

Momentum Venture Management helps early-stage companies achieve early business results and develop credibility in order to attract funding and transform their ideas, technologies and products into sustainable, successful businesses. The firm was co-founded in 2005 by Andy Wilson and Matt Ridenour, who have significant backgrounds and track records as executives in early-stage companies. As principals in venture capital firms, they have collectively raised more than \$200M for early stage and growth companies. They noted that in their various experiences that many promising companies did not get funding because they had gaps in their plans or in their senior management teams.

Brown Bag Naturals brings healthful eating to campus and makes it fun, by providing wholesome and nutritious versions of foods kids love – like chicken nuggets, quesadillas and turkey hoagies – prepared with the highest quality natural and organic ingredients. The Company's lunches, which can be ordered online up to a month in advance, are delivered directly to school and contain seasonal fruits and vegetables, whole grains and quality proteins. Founded in 2005, the Brown Bag Naturals is expanding rapidly throughout Southern California, with plans to enter additional markets during the 2008-09 school year. For more information, please visit www.brownbagnaturals.com.

Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. For more information, please visit www.mvmpartners.com.

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