



CONTACT: Karen Murphy
800-344-4229 ext. 239
karen.murphy@natureseal.com

For Immediate Release

Cut Fruit & Vegetables: Fresh Fast Food

WESTPORT, CT (June 28, 2007) – *Eat more fruits and vegetables. Fruits and vegetables promote good health.* We have all heard these statements over and over again and the public is far more educated with regard to health and the consequences of obesity and its related health hazards. Yet why do we still find it so hard to increase our daily consumption of what is healthy for us to eat and decrease our consumption of unhealthy foods? The answer may simply be a matter of ease and convenience.

With today's fast-paced lifestyles, people are trying to fit 25 hours of activities into a 24 hour day and rarely have the time to make home-made nutritious meals. Therefore, time constraints are a major contributor to the boom in fast food restaurants.

As the result of an initial joint development by Mantrose-Haeuser and the USDA's Agricultural Research Service, fresh-cut produce can now be prepared days in advance of serving, when it is convenient, with an innovative product NatureSeal®. This vitamin/mineral powdered blend has virtually created a fresh, healthy and convenient fast food industry. By a simple dipping method, cut fruit and vegetables will maintain their fresh taste, texture and color for up to two weeks. From apples and avocados to carrots and potatoes, fresh-cut produce can be ready to eat when you are.

Fresh-cut fruit and vegetables are now a reality and a healthier diet is as easy and convenient as, well....fast food!

About NatureSeal

NatureSeal is a family of sulfite-free, vitamin-mineral blends, which extend the shelf life of fresh-cut produce. The first NatureSeal formulation was jointly developed and patented by Mantrose-Haeuser Co., Inc. and the USDA. The NatureSeal R&D team continues to develop NatureSeal products using FDA-GRAS approved vitamins and minerals.

About Mantrose-Haeuser

Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut, is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. Founded more than 100 years ago, Mantrose-Haeuser is a subsidiary of RPM International, Inc.; a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.