

PRESS RELEASE

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Boulder Canyon™ Natural Foods Advances National Sponsorship of American Rivers

PHOENIX, June 4, 2009 – Boulder Canyon™ Natural Foods, a leading manufacturer of all-natural, healthy salty-snacks, has become a national sponsor of American Rivers®, the nation's primary river conservation organization. The partnership kicked off in earnest last week with a Boulder Canyon effort to remove invasive plants and trash from the Rio Salado in Phoenix, and continues throughout a three-year sponsorship of American Rivers' cleanup efforts nationwide. In addition, Boulder Canyon will donate a portion of proceeds from Boulder Canyon chip sales to American Rivers to help keep rivers safe and clean.

American Rivers, founded in 1973, protects and restores America's rivers for the benefit of people, wildlife and nature. The non-profit organization has more than 65,000 members and supporters nationwide, with offices in Washington, DC and across the country. Last year alone, American Rivers gathered 300,000 volunteers to remove more than 2,400 tons of trash from the nation's rivers.

"It was an easy decision on our part to support American Rivers," said Terry McDaniel, President & CEO of The Inventure Group, owner of the Boulder Canyon brand. "Their mission aligns closely with our own interest in conservation and sustainability, and we're hopeful that our participation will significantly impact their efforts on a national scale."

Boulder Canyon™ is a leading manufacturer of all-natural, healthy salty-snacks. Since its inception in 1994, the Company has challenged the potato chip paradigm with delicious, all natural kettle cooked varieties such as Malt Vinegar & Sea Salt, Spinach & Artichoke and Balsamic Vinegar & Rosemary as well as a recently launched Rice & Adzuki Bean snack chip.

American Rivers members who organize a river cleanup will receive an official Cleanup Kit courtesy of Boulder Canyon and American Rivers. The kit contains trash bags, t-shirts and Boulder Canyon chips.

Volunteers can find their closest river cleanup, information on how to organize a new river cleanup and frequently asked questions and answers at www.AmericanRivers.org/Cleanup.

"Healthy rivers are the foundation of healthy communities," said Rebecca Wodder, president of American Rivers. "At a time when more and more Americans are looking for opportunities to volunteer, organizing or participating in a river cleanup is a great way for people to serve communities and make an impact."

Boulder Canyon™ Natural Foods is a member of The Inventure Group (Nasdaq:SNAK) family of *Intensely Different™* specialty brands. The Company's indulgent and better-for-you food licensed brands include T.G.I. Friday's®, BURGER KING®, Rader Farms®, Boulder Canyon™ Natural Foods, Poore Brothers®, Tato Skins® and Bob's Texas Style®.

American Rivers is the leading conservation organization standing up for healthy rivers so communities can thrive. American Rivers protects and restores America's rivers for the benefit of people, wildlife and nature. Founded in 1973, American Rivers has more than 65,000 members and supporters, with offices in Washington, DC and nationwide. Visit www.AmericanRivers.org

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