



AMAZING FOOD CREATIONS AND CONSTELLATION MANAGEMENT GROUP FORM PROPRIETARY BRAND RELATIONSHIP

Two Companies Develop Private Label Brand Based on Innovative Chef Papillote Meal Packaging Technology

Chicago, IL January 12, 2009—Amazing Food Creations! has selected proprietary brand development agency Constellation Management Group (CMG) to develop a distinguished private label brand based on its leading-edge Chef Papillote cooking technology for healthy, high-quality frozen prepared foods. The new Chef Papillote private-label line will be sold on a regional exclusive basis in supermarkets and gourmet groceries stores across the U.S.

“Constellation Management Group offers the depth and breadth of talent and expertise we require to establish a private label brand that reflects our high standards for quality as well as the incomparable taste of our food,” said Chef Eric Carré, co-founder, chairman and CTO of Amazing Food Creations. “CMG’s Blair McCaw fully understands all the components of building and establishing a successful brand that gives consumers what they want, fits with retailers’ financial goals, and adheres to the manufacturer’s commitment to the integrity of its product.”

CMG will work closely with Amazing Food Creations to build a comprehensive private label branding strategy for the Chef Papillote line, which includes research, product and package development, sales, marketing and brand management. The program will focus on frozen Chef Papillote entrées prepared with the company’s innovative, patented papillote meal packaging. Chef Papillote’s brown bag cooking technology is environmentally-friendly and is a unique cooking technology that maintains the flavor, freshness, and proper texture of food throughout the cooking process, unlike many other frozen prepared meals currently on the market.

“In the fast-paced, time-constrained lifestyles we all live, Amazing Food Creations has an extraordinary opportunity to help retailers respond to discerning consumers’ demand for healthy, high-quality gourmet frozen prepared food,” said Blair McCaw, president and founder of Constellation Management Group. “We’re excited to work on building a private label brand for the Chef Papillote products because it’s a cooking technology that is truly unique from anything that’s currently on the market. The technology is impressive in its ability to keep food ranging from salmon to haricot verts fresh, tasty, healthy, and appealing in its presentation from package, to oven, to plate. We’re confident it will be an exciting new product line that will delight both consumers and retailers.”

About Amazing Food Creations and Chef Papillote. Based in Schaumburg, IL, Amazing Food Creations! LLC is a chef-driven enterprise, with a commitment to quality gourmet cuisine that extends through every phase of production. The result is a fresh new approach to the gourmet dining experience at home that is now amazingly simple. Chef Papillote is the first line of healthy, high-quality frozen prepared foods from Amazing Food Creations. Chef Papillote combines culinary artistry with the convenience today’s busy lifestyles demand.

With a management team possessing decades of experience in every aspect of the upscale food industry, Amazing Food Creations is an established leader who satisfies the need for customized, premium frozen entrée solutions for numerous Fortune 100 companies.

For more information on Amazing Food Creations or the Chef Papillote product line, go to www.amazingfoodcreations.com.

About Constellation Management Group Constellation Management Group, located in Chicago and South Norwalk, Connecticut, is a proprietary brand development agency that enables retailers to quickly and cost-effectively differentiate themselves from the competition, increase their profit margins, build customer relationships, and enhance their brands. CMG focuses exclusively on the retail industry and offers a comprehensive solution for developing premium proprietary brands, ranging from strategic development, brand acquisition and product development, to vendor and licensor relationship management. For more information on Constellation Management Group, see www.constellationmanagement.com and their blog at <http://licensetobrand.typepad.com/>.

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