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**THINKPRODUCTS FUELS KOMEN PORTLAND RACE FOR THE CURE® PARTICIPANTS  
WITH THINKTHIN PINK NATURAL NUTRITION BARS  
thinkThin Pink Bars at Retail in October to Benefit Komen for the Cure**

(Ventura, CA, August 15, 2007) – thinkproducts ([www.thinkproducts.com](http://www.thinkproducts.com)), the nation’s largest natural nutrition bar company, is expanding its partnership with Susan G. Komen for the Cure by benefiting the Komen Portland Race for the Cure® on September 23, 2007. Portland’s Race for the Cure is the fourth largest in the U.S. and the largest on the west coast, with over 45,300 participants last year. That same day, thinkproducts will help honor 3,000+ breast cancer survivors by serving them breakfast at the Survivor celebration tent and by donating a thinkThin Pink bar to each survivor. Local consumers can visit thinkproducts at the Pre Race-Day Health Fair, September 21-22 starting at 8:00 am, to sample and learn about the company’s products: thinkThin Pink, thinkThin and thinkGreen. Consumers can also find thinkproducts at retail in their neighborhood Fred Meyer store, sponsoring the Oregon Affiliate Race, where thinkThin Pink, thinkThin and thinkGreen will be promoted in September and October.

“We believe that pure, functional food fuels the body, produces vitality, boosts immune function and in turn prevents disease,” said Lizanne Falsetto, CEO of thinkproducts.

thinkproducts’ partnership with Susan G. Komen for the Cure began with the creation of the thinkThin Pink bar, a special edition thinkThin bar dressed in a delectably breast cancer awareness pink wrapper. Ten cents from every thinkThin Pink bar sold will benefit Susan G. Komen for the Cure, with a minimum guaranteed donation of \$10,000. thinkThin Pink will be available for a suggested retail price of \$1.69 in all national grocery, drug, and natural food stores, where thinkproducts are distributed.

**About thinkproducts:** thinkproducts was founded by former international fashion model Lizanne Falsetto who is a true believer in the healing and nourishing power of nature. Purveyor of all natural, convenient, great tasting, functional foods that fuel those striving to live a life full of vitality and free of disease, thinkproducts was originally named from Falsetto’s raw fruit and nut thinkOrganic and superfood-rich thinkGreen. All thinkproducts are wheat/gluten free and designed to deliver powerful nutritional benefits. The company’s commitment to vitality goes beyond food to support a vital cause – the prevention of breast cancer. A portion of the proceeds from every thinkThin Pink bar purchase is donated to Susan G Komen for the Cure. thinkproducts can be found in natural food stores, leading supermarket chains, club, convenience, mass and drug stores, as well as, health clubs and specialty food stores. thinkproducts can also be purchased directly from the company at [www.thinkproducts.com](http://www.thinkproducts.com). Thinkproducts is headquartered in Ventura, California, and is one of the largest independent companies in the nutrition bar category.

**About Susan G. Komen for the Cure:** Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 I’M AWARE.