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Wholly GuacMobile! A BIG, Healthy Message Hits the Road **-- Guacamole & Pita Chips Unite to Promote Healthy Eating Across America--**

DALLAS, TX – SEPTEMBER 13, 2007 -- Wiener mobile beware! The 13ft-tall GuacMobile is on the road to promote healthy eating—guacamole style—bringing awareness towards the good-for-you snack made from fruit.

The **GuacMobile Healthy-Eating Tour 2007** includes 110 stops in towns and cities nationwide including: New York, Orlando, Denver, Dallas and Chicago. The mission, to celebrate Guacamole and “spread” the health benefits of eating mashed avocados. This week, the Giant Avocados take on the Big Apple for National Guacamole Day, September 16.

Each stop is smashed-full of all natural guacamole fun including: nutrition advice, family-friendly recipes, lots of yummy sampling and a super prize wheel. GuacMobile tour schedule and photos can be found at www.whollyguac.com.

Many don't realize that avocados are super healthy, with the good fats that lower your cholesterol and touting proven oral and prostate cancer-fighting power!*

Eating guacamole—as either a condiment or snack—is a great way to zest-up dull eating habits and get more from your recommended daily nutrients. Guacamole can be a tasty sandwich spread alternative, is the winning ingredient in many dishes and makes a super-healthy after-school snack. In fact, three tablespoons of all natural guacamole and a hand full of carrots has fewer calories than a cup of low-fat milk. Want recipe ideas? Visit www.whollyguac.com.

“The GuacSquad is educating folks about vitamin-rich avocados and reinforcing healthy eating habits, says Steve Parnell, president of Nielsen top ranked, Wholly Guacamole. “Guacamole is nutritious, so by teaming up with Stacy's Pita Chips we can offer a healthy alternative to traditional dippers, and a snack solution that is easy to swallow.”

A “guac-party” on wheels, the 38 ft x13 ft design required more than 950 pounds of fiberglass, 2,500 pounds of Styrofoam, and 20 gallons of automotive paint to create. Watch for the 10-foot, 975 pound avocados, 400 gallon-sized molcajate bowl and giant box-of guac to visit a location near you.

About Us

It started “by accident” ten years ago on a quest for fresh. Today Wholly Guacamole is the A.C. Nielsen top-ranked guacamole in the country and the first to use the high-pressure, Fresherized™ process. Find our all-natural guac-in-the box in your grocery's fresh produce or deli section. www.whollyguac.com.

(source: Ohio State University's Comprehensive Cancer Center)

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