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MANITOBA HARVEST ANNOUNCES NEW PARTNERSHIP TO DISTRIBUTE
HEMP FOODS IN THE UNITED KINGDOM & IRELAND

_Pukka Herbs Will Help the Canadian ‘Hempreneurs’ Build Their Robust Export
Growth_

_Winnipeg, Manitoba (June 29, 2010) –_ Hemp foods are one of the hottest health food
trends in North America, and the export growth achieved by a fast-growing Canadian
company is demonstrating that there is vibrant consumer demand for nutritious hemp
foods overseas, too. Today, Manitoba Harvest is announcing an important new
distribution partnership with Pukka Herbs that will help the company expand into
untapped regions of the United Kingdom and Ireland.

_Manitoba Harvest Hemp Foods & Oils™_ (www.manitobaharvest.com) exports have
grown more than 500% over the past year. Earlier this year, the company exhibited their
full line of healthy hemp foods at BioFach, the largest organic trade show in the world,
which is held annually in Nuremberg, Germany. “Consumer demand for hemp foods is
growing fast in the UK and Ireland, so it is important to establish Manitoba Harvest
as the leading brand and to get their products on store shelves before other brands come
along,” says Tim Westwell, Managing Director of Pukka Herbs.

Manitoba Harvest’s continued efforts to expand sales in Europe is gaining momentum
and is becoming more cost-effective. “Having knowledgeable local sales people meeting
with retailers in the EU on our behalf is key, so our establishment of a network of
experienced and reputable sales and distribution experts like Pukka Herbs has been a top
priority,” says Alex Chwaiiewsky, International Sales Manager.

Now that medical researchers, nutrition experts and chefs in the U.S. and Canada are
demonstrating that hemp is a nutritious and eco-friendly superfood with vast culinary
applications, the company is using this backing and their twelve years of experience
educating consumers to cultivate interest in markets around the globe. “Foods that offer
omega-3 essential fatty acids like hemp are hot because medical evidence touting the
health benefits continues to grow,” says Mike Fata, co-founder and President. “Hemp seed also offers an impressive digestible protein profile and an abundance of vitamins, minerals and fiber,” adds Fata.

Manitoba Harvest produces Hemp Bliss – an award-winning line of organic beverages, organic cold-pressed Hemp Oil, Shelled Hemp Seed, Hemp Seed Butter and a line of innovative Hemp Protein Powders. “In addition to our own line of branded products, we are also a hemp foods ingredients supplier to manufacturers, so our export business is a two-pronged approach,” notes Fata.

Founded in 1998, Manitoba Harvest Hemp Foods & Oils is the world’s largest vertically-integrated, farmer owned hemp food manufacturer. The company strives to create the healthiest hemp foods, to educate the public about healthy lifestyle choices, and to support sustainable and organic agriculture. Manitoba Harvest is proud to partner with Renewable Choice Energy to reduce their environmental impact through wind power and carbon offsets. For more information, please visit www.manitobaharvest.com.