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For Immediate Release

CEDAR'S MEDITERRANEAN FOODS, INC.

PARTICIPATES IN MIT'S 3RD ANNUAL HUMMUS EXPERIENCE

Cambridge, Mass., January 2010 — On January 28, 2010, Cedar's Mediterranean Foods, Inc. will participate in the 3rd Annual Hummus Experience at MIT. Cedar's Mediterranean Foods, Inc. is the nation's original and leading manufacturer of Mediterranean foods such as Hommus, Tzatziki, Salsa, Wraps, Baklava, Salads, and Pita Chips. Awarded 2009 American Masters of Taste Gold Superior Taste Awards for manufacturing America's "Best Tasting" Hommus, Tzatziki, and Pita Chips, Cedar's has balanced its success with its everlasting support for its loyal consumer base. Being named "#1 in New England" in the dips/spreads category of sales, Cedar's attributes its increasing success to the support it receives from the New England community. Established in 1981 in the Ward Hill area of Massachusetts, Cedar's relied heavily on consumer support within its initial distribution area of New England. In order to show its gratitude and pride for New England, the company strives to enrich the community through active participation in community events, such as the Hummus Experience at MIT.

MIT hosts the annual hommus event as a way for people to experience the tastes and flavors of authentic Mediterranean and Middle Eastern food. One of the activities of the event is the third consecutive Hummus Taste Off. Teams, comprised of students, are prompted to create their own funky hommus flavor. The night before the event, Cedar's will work exclusively with participating students to assist in their creations by providing the teams with information on how hommus is made and new flavor ideas. On the day of the main event, a contest is held to find the tastiest funky flavor. Cedar's will be producing a batch of the winning student team's funky flavor. The batch will be given to the winning team, complete with a limited edition label. At the Hummus Experience on January 28, Cedar's will continue its dedicated participation by holding a booth, where fans can enter a "Guess that Hommus" contest. The winners, chosen at random, will be awarded with Cedar's goody boxes. Included in the goody boxes will be free product coupons, recipe cards, Cedar's t-shirts, and samples of Cedar's products. The Cedar's booth will also provide samples of its new Mediterranean Snackpacks, including the award winning hommus flavors- Original, Roasted Red Pepper, Garlic, and Artichoke Spinach. For the duration of the event, free Cedar's lip balms will be given away to all Cedar's fans.

The annual event is open to the public and all are encouraged to join in supporting the #1 brand in New England, Cedar's. To learn more about Cedar's community support, contact Aimee Tsakirellis at atsakirellis@cedarsfoods.com. To find out about more events, visit Cedar's new website at www.cedarsfoods.com.



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