

FOR IMMEDIATE RELEASE
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**Sturm Foods Gets Extreme with Power Edge™
at ESPN Winter X-Games and Ouray Festival**

Powdered Drink Mix's High Caffeine Content Keeps Athletes Moving

ASPEN, Colo. – In an effort to reach the extreme sports enthusiast market, Sturm Food took their recently introduced Power Edge Energy Drink Mix to new heights this winter by attending both the 2007 ESPN X-Games in Aspen, Colo., and the Ouray Ice Festival in Ouray, Colo. At the events, Sturm Foods engaged both attendees and athletes alike with live product taste-testing and sample give-aways.

The annual Ouray Ice Festival is the world's largest ice climbing event, while the Winter ESPN X-Games in Aspen is an annual multi-action sporting event, with competitions ranging from snowboarding to motorcross.

"Power Edge is a perfect fit for X-Games and Ouray Festival attendees," explains Billie Jo Rice, Director, Marketing & Customer Service, Sturm Foods. "It's a sugar free, high energy drink mix packed with a caffeinated punch – twice the amount of Red Bull® – and good-for-you vitamins, giving athletes the extra edge they need to keep their stamina," explains Rice.

Power Edge is a powdered drink mix, conveniently packaged in individual serving sticks, ready to pour into bottled water and drink.

More than 12,000 Power Edge samples were mixed and served between the two events. Representatives from Sturm Foods were on hand to answer product related and nutritional questions.

"Sturm found extreme value in our time at the X-Games and Ouray Festival," says Rice. "Look for Sturm Foods to promote Power Edge at both events in 2008 – hopefully with an increased level of participation and visibility."

About Sturm Foods:

Now in its 101st year of doing business, Sturm Foods is a global manufacturer specializing in quickly bringing to market innovative, nutritious, "good-for-you" food products that help consumers to enjoy healthier lives. The company, headquartered in Manawa, Wis., produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at www.sturmfoods.com.

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