

FOR IMMEDIATE RELEASE

**ASIAN CULINARY SOLUTIONS IN A BOTTLE
WORLDFOODS INTRODUCES PREMIUM ALL NATURAL AUTHENTIC
ASIAN SAUCES**

*Ready Made Sauces Made With The Freshest and Highest Quality Asian Ingredients
Convenient, Easy to Make Asian Meals For Everyday*

New York, NY, (June 3, 2008) - For the first time in the US, WORLDFOODS introduces a variety of all natural, authentic Asian readymade sauces for Asian food lovers to enjoy in their own home. Using the freshest and highest quality Asian ingredients, WORLDFOODS offers an exciting variety of 53 types of sauces that include stir-fry sauces, dipping sauces, ready to pour sauces, noodles sauces, pastes, salad dressings, chutneys and marinades. Each product is designed for convenience so consumers can have the great taste of Asian food without the hassle of putting together an endless list of Asian herbs and spices.

According to Food Marketing Institute's Grocery Shopper Trends 2008, 71% of Americans are cooking at home more and eating less often at restaurants and as many as 91% say they eat healthier when dining at home. There also is a demand for variety of tastes and when entertaining, people want to include a taste of international cuisine on the table. Usually, Asian sauces need to be prepared from a long list of ingredients, including some that are hard to find. WORLDFOODS provides Asian culinary solutions saving the consumer time and money. Developed from age old traditional Asian recipes, you can create your own Pad Thai noodles to Malaysian rendang, Indonesian fried rice to Indian curries which can be prepared easily. WORLDFOODS sauces are 100% natural for those that are health conscious, vegetarians, vegans and celiac and don't want to lose out on great taste. All products are trans fat free, cholesterol free, gluten free, and does not contain artificial preservatives, genetically modified ingredients, coloring, flavoring or MSG.

"We are extremely excited to introduce WORLDFOODS to New York City at the Fancy Food Show this June," said May Foong, Brand and Business Manager, WORLDFOODS. "With the growing popularity of Asian food, WORLDFOODS will turn anyone into a culinary chef. These products are a perfect solution for those that lead busy lives and are looking for easy and convenient great tasting meals for themselves and their families. They are an excellent option that is all natural without losing out on authentic Asian taste."

With WORLDFOODS sauces, you can be sure that you are getting the very best for your health and with convenience being first priority. You can find WorldFood products in Whole Foods, Nugget markets, Rainbow market, Sunflower markets and specialty and natural outlets. To purchase sauces online, go to <http://mybrands.com/BrandsHome.aspx?bid=512&B=true>.

About WORLDFOODS

Based in Malaysia, WORLDFOODS was first established in 1998 with the vision of creating a new lifestyle through its ready-made sauces for the young, urban professionals and the modern families of the 21st century. With a strong emphasis on research and development to ensure that products meet the highest standards and a panel of experts comprising of chefs, nutritionists, market researchers and experienced food-tasters, WORLDFOODS produces 53 ready-made Asian sauces. WORLDFOODS' manufacturing facility is located in Thailand. Products are available globally in the United Kingdom (UK), United States, France, Canada, China, Hong Kong, Finland, South Africa, Netherlands, Thailand, Indonesia, Singapore and India. For more information, go to www.WORLDFOODS.com.my

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