



NEWS RELEASE

For Immediate Release:

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Hill and Valley Chief Financial Officer Appointed

(ROCK ISLAND, Ill.) Hill and Valley, a Rock Island-based manufacturer of no-sugar-added and sugar-free desserts, announces the addition of a new Chief Financial Officer.

Hill and Valley hired Mark Robson in December of 2005 to the newly created position of Chief Financial Officer. Mr. Robson is originally from Chicago and most recently was the Corporate Controller for Parmalat Bakery Group North America, a \$400m baker of cookies that includes such brands as Archway, Salerno, and Mrs. Allison's. He is a C.P.A. and a graduate of the Northern Illinois University. Mark and his family will be relocating to the Quad Cities shortly.

"Mark's addition is another progression in the growth of Hill and Valley. He brings a new skill set to an already strong management team. Our goal is to continually bring the highest quality, innovative, sugar-free and no sugar added desserts for those who must or want to reduce sugar in their diets. Mark's extensive industry background will help us reach our goal", noted Scott Florence, President. Hill and Valley is America's leading source of sugar free and no sugar added desserts.

For more information, call 1-800-480-0055 or go to www.hillandvalley.net.

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