



PLANET ORGANIC

M A R K E T[®]

P R E S S R E L E A S E

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Cosmic Cookies Fuel Canadian Athletes

Edmonton: Why sponsor a young athlete? That's the question we asked ourselves at Planet Organic Market. Young Canadian athletes need support while training and young people need healthy-living role models to see how strong community involvement can make a positive difference.

We decided to pilot a program to provide organic groceries to two athletes in two cities: Edmonton and Victoria. Our local markets are thrilled to be associated with talented young athletes from their own neighbourhoods. Cosmic Cookies have been endorsed by amateur and professional athletes in the media, and are a product unique to Planet Organic Market and so the Cosmic Cookie Athlete Sponsorship is born!

In Edmonton Danielle Peers has been selected to be our very first Cosmic Cookie Athlete and we are proud to provide Danielle with meaningful and delicious support. In 2007 Danielle received the distinction of being named Canada's Basketball Athlete of the Year. Danielle is enthusiastic about the new relationship, "As an athlete, what I put into my body determines what I can ask from it, both in training and competition. Through this sponsorship, Planet Organic is helping athletes like me to continue eating healthy, ethical and delicious foods. It is a great honor to be chosen, and I look forward to this support fueling my training for Beijing 2008."

Over the next twelve months we are going to provide opportunities for our customers and friends to meet Danielle and to cheer her and all Canadian athletes on to victory.

Full bios, pictures and backgrounders will be made available on www.planetorganic.ca in the Media section.

For more information or to arrange interviews please contact:

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