

For Immediate Release



**CEREALITY CATERING BRINGS “ALWAYS SATURDAY MORNING” SPIRIT
TO BOARDROOMS, BALLROOMS AND BROADWAY**

**CEREALITY® CEREAL BAR & CAFÉ ANNOUNCES
“CEREALITY CATERING”**

CHICAGO, January 11, 2006 – Cereality Cereal Bar & Café today announced the launch of their catering service for both local and “distance” events of all sizes, bringing the Cereality experience of “Always Saturday Morning™” anywhere in the U.S.

“Because the Cereality concept has been so captivating and well-received around the country, we’ve had a huge demand from meeting and party planners who want to bring the excitement and fun of our menu and our brand to their events,” explained David Roth, Cereality’s CEO and co-founder. “Cereality Catering provides a memorable and efficient solution that’s easy to order and manage whether you are down the street here in Chicago or planning a wedding in Miami.”

And talk about great “cereal synergy”...Roundabout Theatre Company’s production of *The Pajama Game* will host a HIPTIX after-party with Cereality Catering supplying the food in a few weeks! Cereality Catering is thrilled to be a part of the HIPTIX program that offers 18-35 year olds discounted tickets to great Broadway theatre (www.hiptix.com).

Specific information about placing catering orders including order payment options, cancellation policy and order size minimums is all available in the Catering section of www.cereality.com. Local orders can be placed directly with the catering coordinators in Chicago, Philadelphia, Tempe, Arizona – where Cereality cafes are found, or by calling the corporate office for distance orders.

For both the local and “distance” catering offerings, Cereality is providing eight different popular “Breakfast Bowl” Combos served in the well-known Cereality buckets.

These include Health Kick™ (Nature's Path Optimum Power and Kellogg's Special K with dried cranberries and walnuts), Life's A Bowl of Cherries™ (Quaker Life Cereal with dried cherries, sliced almonds and triple chocolate chips) and S'More Than You Know™ (General Mills Golden Grahams and General Mills Cocoa Puffs with mini marshmallows and triple chocolate chips).

"We've been offering this type of service informally for various clients with groups ranging in size from 20 to 500 people, many of whom are "regulars" and word-of-mouth has led to even more demand. So we felt it was time to create a full-throttle program," said Roth

Cereality Catering Brings The Experience To You

"After sampling Cereality at a recent conference, I'd been raving about the experience since I came back to the office," said Stephan Paschalides, Trend Analyst at Faith Popcorn's BrainReserve in New York City. "My colleagues could not wait for a cafe to open up near us, so we had Cereality cater a business meeting. Everything was nicely done, even though we are miles from a Cereality location. I appreciate all of their help and people here are still talking about what a great addition Cereality was to our meeting!"

Additionally, My Cereal. My Way.™ boxes can be custom blended (4 cereals and 4 toppings) to create a memorable goody bag gift for guests who attend the event. The boxes can carry custom labels and back-of-the-box artwork. "We have already done this for one bride and groom in the New York area," said Roth. "What a great metaphor for a wedding...the blending of each of your favorite cereals and then giving that blend to the guests who come to your special day."

For local catering customers, Cereality can also provide hot and cold beverages (including Cereality Joe™ [coffee] To Go, Tropicana Fruit Juices and Drinks and Aquafina Bottled Water), as well as Cereality Parfaits (yogurt and granola in various flavors), fresh fruit cups and Cereality Granolas.

Cereality's popular Sloop™ – the spoon that sips like a straw – is also available in green, red or blue – to include in all Cereality Catering orders – by the Baker's Dozen or individually.

"The brightly-colored Sloops were a takeaway hit," said Marjorie D. DePuy Senior Manager - Industry Affairs, Grocery Manufacturers of America, which recently asked Cereality to cater their "Future of Food" conference. "Some of the Washington area attendees are anxiously waiting for Cereality to open a local cereal cafe! Catering by Cereality is a real treat all-around – your meeting attendees will thank you," DePuy added.

“As our franchise cafes begin to open in 2006, the local catering options will grow with them,” explains Roth. “We’re on an aggressive growth track to meet the demand for Cereality cafes in the U.S., Canada and even overseas. We’ve had over 5,000 inquiries from interested franchise operators.”

About Cereality

Cereality is an exciting new business that breaks the mold of traditional foodservice to bring a unique, highly personal, healthy eating experience to the consumer, entirely focused around brand-name cereals. One of the most compelling aspects of Cereality is that the menu offerings are already famous, with favorite brands from Quaker Oats, Kellogg’s, General Mills and Post.

Customers can choose from more than 30 different cereal varieties, 30 different toppings, a variety of milks (including soy and lactose-free) and choices of hot and cold beverages. The menu also features a wide range of popular signature Cereality blends of cereals, toppings, and mix-ins. These include many delicious made-to-order varieties of Quaker Oatmeal®.

Yet, these cereals aren’t just served in bowls. They’re also used in proprietary cereal bars and other homemade bakery items, snack mixes, granolas, parfaits, and smoothies. The unique residential, home kitchen atmosphere is punctuated by familiar brand-name cereal boxes displayed in custom-built kitchen cabinets and pajama-clad Cereologists™ prepare orders to customers' specifications.

For more information about Cereality, go to www.cereality.com.
Photos of the various Cereality locations can be provided upon request.

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