



* Meets the Humane Farm Animal Care Standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.

Eggology Becomes First Egg Products Brand Certified Humane Endorsed By The Humane Society Of The United States

CANOGA PARK, CA. – Eggology, the leader in the all-natural egg whites industry, has become the only liquid egg brand to be Certified Humane endorsed by The Humane Society of the United States, it was announced today by company founder Brad Halpern. The first company to offer 100% organic and cage-free egg whites, Eggology has maintained a close association with The Humane Society since being founded in the mid-90's.

Receiving the prestigious Certified Humane designation affirms that Eggology meets the stringent Animal Care Standards endorsed by The Humane Society's. These include providing animals a nutritious diet without antibiotics or hormones, as well as raising them with shelters, resting areas, sufficient space and the ability to engage in natural behaviors (please find below additional information about the non-cruelty standards Eggology maintains).

Certified Humane hens have over 3 times the space that hens have in battery cage factory farms. The Certified Humane logo shown above right will be featured immediately on the www.Eggology.com website and will begin appearing on the company's line of products over the weeks ahead.

Eggology has also become a staunch supporter of The Humane Society's efforts to pass a precedent-setting California ballot in November eliminating chicken cages in the state.

"You don't need to be a scientist to know that confining a bird to a space in which it can barely move is cruel and inhumane," said Paul Shapiro, Director of The Humane Society's factory farming campaign.

Added Eggology founder Brad Halpern, "We are truly honored to receive this prestigious certification since the welfare of chickens and all animals has always been of tremendous importance to me personally and to Eggology corporately. I look forward to working closely with the great people at The Humane Society on this important November ballot and to doing everything humanly – and humanely – possible to eliminate the caging of chickens in California."

About Eggology

Eggology was launched as a consumer retail company in 1995 after enjoying widespread success among bodybuilders and other savvy health aficionados with its flagship 100% all-natural, certified Organic Liquid Egg Whites. Eggology is the company that utilizes only fresh pasteurized egg whites, which are 100% pure, organic, USDA approved and kosher. The company also uses an independent lab to test for salmonella and listeria, meaning food-lovers can enjoy the company's products cold, hot, cooked, or raw. More info at www.eggology.com.

###

Additional Info:

The following are Certified Humane standards which Eggology strictly follows for its organic & cage-free products:

- Hens live and move freely in large community open-air hen houses
- No cages - hens have unlimited access to feed, water, and dirt for bathing
- Hens are fed a 100% certified organic diet comprised mainly of organic corn, organic alfalfa, organic soy, organic salt & limestone
- Hens that become injured for any reason receive immediate attention from an onsite poultry specialist to determine if the injury requires isolation for healing, or that the severity of injury will incur undue suffering in which case the hen is humanely euthanized
- Hens who die are cremated on the ranch to prevent any potential for disease
- Hens are not de-beaked

Contact:

Peter Berk
Crier Communications
310-274-1072, ext. 205
peter@crierpr.com

Shaina Zalma
Crier Communications
310-274-1072, ext. 203
shaina@crierpr.com