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LALOO'S RECEIVES WOMEN'S BUSINESS ENTERPRISE CERTIFICATION AND TAKES TOP HONORS AT 2006 SONOMA COUNTY HARVEST FAIR

**Laloo's Goat Milk Ice Cream Company
The World's First Goat Milk Ice Cream – That is Amazingly Low in Fat**



The Goat Makes It Good!

Petaluma, Sonoma County, California (Dec. 8, 2006) -- Laloo's (pronounced Lay-looz) – the world's first goat milk ice cream (www.goatmilkicecream.com) recently met the criteria for certification as a Women's Business Enterprise in partnership with Astra Women's Business Alliance. As a woman-owned business effectively managing a successful company, Laloo's can now take advantage of a range of business and networking opportunities offered by the Women's Business Enterprise National Council (www.wbenc.org).

In other recent company news, Laloo's won top honors at the Sonoma County Harvest Fair in October at the Sonoma County Fairgrounds. Laloo's Black Mission Fig and Strawberry Darling goat milk ice cream each won gold medal awards.

"The black swirl of balsamico against the delicate pink background of Laloo's Strawberry Darling is just the most beautiful thing I've ever seen in ice cream," said one of the judges.

Laloo's Molasses Tipsycake and Laloo's Pumpkin Spice also took home gold medals. Laloo's Pumpin Spice is a fall favorite flavor and was presented in several entertaining configurations. The Persecco Pumpkin Punch and the Pecan Crusted Ice Box Pumpkin Pie were both big hits at the Sonoma County Fair. Laloo's Molasses Tipsycake flavor was served solo – its heavily salted oatmeal raisin cookies bathed in rich molasses goat milk ice cream needed no other garnish.

It was the second year for Deep Chocolate to medal in the contest. Chocolate is the toughest dessert category showing the most entries. Laloo's blend of four artisan Scharffen Berger cacao and bar chocolates was awarded a silver honor.

Laloo's brand new frozen yogurts -- Raspberry and Brownie and Clyde -- won Silver medals and Laloo's Lemon Chiffon and Vanille Snowflake ice creams each won Bronze medals.

The Sonoma County Fair after party was jam-packed with wine connoisseurs and Bay Area foodies. Full coverage of the awards and fair can be found by clicking on the Harvest Fair link on www.goatmilkicecream.com or going directly to <http://www.harvestfair.org>.

About Laloo's

Laloo's founder Laura Howard -- a former Hollywood producer turned yoga instructor, goat herder and new mother -- started making ice cream from goat's milk in 2004. She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. She spends two months each year living at her villa in Tuscany where she is inspired by the Slow Food movement and the many flavors of Italy, which show up in her goat milk ice creams and frozen yogurts.



Laura Howard and Laloo's Baby Goat Jethro

For more information about Laloo's visit www.goatmilkicecream.com.

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