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### THREE LALOO'S PRODUCTS WIN "GEAR OF THE YEAR" AWARDS FROM SHAPEYOU.COM



Petaluma, Calif. (Nov. 2, 2009) – Three of Laloo's (pronounced Laylooz) Goat's Milk Ice Cream products have been awarded [Shapeyou.com](http://Shapeyou.com)'s esteemed [Gear Awards](#). Laloo's 90 calorie Bambini ice cream sandwiches won the highest rating of "Top Gear of the Year," while Laloo's Vanilla Snowflake Ice Cream and Cherries Tuilerie Frozen Yogurt both won "Great Gear of the Year."

Each year, ShapeYou.com honors outstanding healthy living products with the Sports, Health and Fitness Gear Awards. Prizes are given in multiple health-related categories, including Apparel, Fitness and Natural and Organic Food. Three levels of distinction, "Top Gear," "Great Gear" and "Seal of Excellence" are given to the most deserving of applicants.

Laloo's entered three products in the Gear Awards competition – one from each product line: ice cream, frozen yogurt, and ice cream sandwiches.

"We are so excited to have won for all three entries," said Kirsten O'Brien, Laloo's West Coast Sales Manager. "Laloo's takes pride in being good for your body with uncompromising taste, and we're happy the Gear Awards recognized that."



Laloo's Bambinis, which won "Top Gear," are Laloo's newest product. These petite 90-calorie sandwiches

feature Vanilla Snowflake ice cream between two all natural dark chocolate cookies. Boxes of eight individually wrapped, guilt-free Bambinis retail for \$5.99.



Vanilla Snowflake, Laloo's top seller, was honored with a "Great Gear" rating. Vanilla Snowflake also beat out Ben & Jerry's and Haagen-Dazs' vanillas in a blind taste test by The Wall Street Journal, which named Laloo's "the holy grail of low fat ice cream."

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Another favorite with the ShapeYou judges was Laloo's Cherries Tuilerie Frozen Yogurt, with swirls of blackheart cherries and dark chocolate tiles. The probiotic-filled treat took home a "Great Gear" award.



Like all Laloo's products, these three award-winning flavors are made from 100% goat's milk, making them a lactose-friendly option with half the fat of regular ice cream. Goat milk also offers more protein and calcium than dairy or soy, as well as superior digestibility.

Laura Howard founded Laloo's in 2004 after leaving her career as a Hollywood producer and ad executive. The company is devoted to the ideals of slow food, and works with small farmers to create a delicious, healthy and sustainable product. Laloo's artisan ice creams, frozen yogurts, and ice cream sandwiches are available nationwide at Whole Foods Markets and other premium grocers. Laloo's flavors include: Vanilla Snowflake, Deep Chocolate, Black Mission Fig, Strawberry Darling, Capraccino, Rumplemint, Cajeta de Leche, Cherries Tuilerie, Forestberry, and Bambinis. For more information, please visit [www.Laloos.com](http://www.Laloos.com)