

FOR IMMEDIATE RELEASE

BAJI'S SALUTES MOMS AROUND THE WORLD WITH ALL NATURAL, DELICIOUS FOOD PRODUCTS

*Founder and Former CEO of Ethnic Gourmet Foods Launches Company,
Brings Unique International Flavors to the Table*

Sudbury, MA (April 4, 2007) —Just in time for Mother's Day, Passion Foods Inc. announces the launch of Baji's Indian-style papadums, the first product under the Baji's brand. Paul Jaggi, the founder and former CEO of Ethnic Gourmet Foods, created Baji's in 2006. "Baji" (BAH-jee) is a term of endearment meaning "mom" in many parts of India. The brand pays homage to Jaggi's mother, and salutes moms everywhere for doing their best to provide healthy and delicious meals for their families.

"My mom was a very sweet spirit," said Jaggi. "Even in the most difficult and chaotic of times, she sang while soaking lentils and grinding spices in our hot, small kitchen. With handfuls of fresh herbs, plenty of sweat and a whole lot of laughter, she always managed to provide healthy and delicious meals for all thirteen of us."

In keeping with the spirit of Jaggi's mother, Baji's donates a portion of sales to global charities that focus on the education and nutrition of underprivileged children in the Third World. Baji's currently supports Asha for Education, www.ashanet.org, a nonprofit organization dedicated to socio-economic change through education. Baji's also supports Vidya Integrated Development for Youth and Adults, www.vidya-india.org. For 20 years Vidya has been educating and empowering women and children.

"With Baji's, we are bringing unique world flavors to convenient products with which people are already familiar," said Paul Jaggi, founder and president of Passion Foods. "For example, while they may look like traditional potato chips, our Indian-style papadums are far healthier and come in unique new flavors. So many people these days have a taste for international food, and they prefer quick and convenient formats. And moms want to provide something that is both healthy and delicious."

All-natural and vegetarian, Baji's papadums come in four flavors: Tangy Cilantro, Traditional Tandoori, Mango Chutney and Creamy Yogurt & Dill. Baji's papadums are made without artificial colors, flavors or preservatives. They contain no trans fat, no cholesterol, and all but Creamy Yogurt & Dill are wheat- and gluten-free. Mango Chutney is vegan. Made with fava bean flour, Baji's papadums have twice the protein of other salty snacks, and 50% less fat than traditional potato chips.

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Prior to founding Passion Foods, Inc., Jaggi worked in the restaurant and natural foods business. In 1991, Jaggi started packaging frozen Indian meals from his family's Massachusetts restaurant to sell to Bread & Circus. Jaggi grew the business, and in 1997 he and his team acquired two brands—Thai Chef and Bravissimo—and integrated them into the company forming Ethnic Gourmet Foods. Ethnic Gourmet Foods produced frozen ethnic meals for a niche market, and grew to be the second largest natural frozen foods company in the convenience foods category. In 2001, Heinz Frozen Foods purchased Ethnic Gourmet Foods and Jaggi stayed on as general manager until 2004.

In addition to owning and running Passion Foods, Inc., Jaggi currently serves on the boards of Rustic Crust, a New Hampshire based baker of Old World pizza crusts, and Putney Pasta, a producer of all-natural filled pasta.

Baji's papadums are currently available nation wide in Whole Foods Market and Wild Oats Markets.

About Baji's

Baji's was created by Passion Foods, Inc. with the goal of bringing unique world flavors to convenient, familiar products. Passion Foods was founded in 2006 by Paul Jaggi, former founder and CEO of Ethnic Gourmet Foods. Baji's products are all-natural, vegetarian, and made without artificial colors, flavors or preservatives. Baji's pays homage to Jaggi's mother, and her passion for preparing healthy, delicious food. In keeping with her spirit, Baji's donates a portion of sales to charities that focus on the education and nutrition of underprivileged children in the Third World. For more information, please visit www.bajispassion.com.

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