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Announcing Another Great Reason to Eat Chocolate

Maramor Chocolates combines antioxidant benefits of dark chocolate with anti-inflammatory benefits of Omega-3

“In terms of its potential impact on health in the Western world, the Omega-3 story may someday be viewed as one of the most important in the history of modern nutritional science.”

--William S. Harris, PhD, American Journal of Clinical Nutrition (2003)

COLUMBUS, Ohio — If anyone needed another reason to eat chocolate, here it is: Maramor Chocolates announced today the launch of a dark chocolate product fortified with therapeutic doses of Omega-3 fatty acids, a natural anti-inflammatory with a myriad of health benefits. Omega-3 has been widely recognized in recent years as a health-boosting powerhouse, shown in studies to improve mood, circulatory health, joint problems and other conditions associated with excessive inflammation.

Because our bodies don't produce Omega-3s, we must consume them in our diet. The Institute of Medicine recommends at least 160 mg per day of Omega-3, yet most Americans consume only a small portion of this recommended amount.

“This is a very exciting product as it provides a sweet alternative to other Omega-3 foods and supplements and can provide many healthy benefits for the body,” said Joseph Maroon, MD, Maramor advisor and author of *Fish Oil, the Natural Anti-Inflammatory*. “Chocolate is a particularly good food to enrich with Omega-3 because it contains compounds that aid in its absorption. And dark chocolate is a natural source of antioxidants which help reduce cell damage.”



Growing awareness of the importance of Omega-3 in wellness and health promotion has led Maramor Chocolates to develop ***Dark Chocolate Squares with Omega-3***, which provide over 100% of the recommended daily dose of Omega-3 in only two individually wrapped portions. The product's purified Omega-3 is micro-encapsulated, making it odorless and tasteless. Consumers will savor the rich, dark chocolate, formulated with 70% cocoa for maximum antioxidant benefit. The microencapsulated process means the Omega-3 in Maramor's new product will not oxidize and lose potency, which can happen with Omega-3 in capsule form if it is exposed to air or not used promptly.

"We developed this product to offer people a delicious new way to enhance their health," said Mike Ryan, president of Maramor Chocolates. "The significant benefits of dark chocolate and Omega-3 are widely known. Combining them into a therapeutic food provides a sweet and simple way to add Omega-3 to the diet."

Maramor's ***Dark Chocolate Squares with Omega-3*** will be available at GNC stores nationwide starting in mid-April of 2008. More information is available at www.maramor.com.

About Maramor Chocolates

Based in Columbus, Ohio, Maramor Chocolates has been making premium chocolates since the 1920s. The company's fine chocolate products are a favorite with retail and natural food chains, convenient stores, club stores and mass merchandisers. The company also provides private label and contract manufacturing. For more information, please visit www.maramor.com.

The statements herein have not been evaluated by the FDA.
This product is not intended to diagnose, treat, cure or prevent any disease.