

DREAM DINNERS®

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Dream Dinners Partners with The Hope Heart Institute

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Snohomish, WA – TBA, 2008 – Heart disease continues to be the number one health problem in the U.S. Unfortunately, it may not be America's number one health concern. Since one of the most powerful preventive tools against heart disease is nutrition, Dream Dinners, originator of the meal-assembly business and The Hope Heart Institute, a non-profit dedicated to the prevention and treatment of heart disease, have partnered to help American families eat healthier. Beginning with the February 2008 menu and throughout the year, Dream Dinners is identifying menu items fitting The Hope's criteria for a heart healthy diet.

The new partnership, announced today, will help consumers select heart healthy choices from Dream Dinners' menu through the use of The Hope Heart logo, highlighting those selections that are heart healthy. In addition, Dream Dinners is working with The Hope on development of heart healthy recipes for their Hope Health Letter, a national monthly newsletter.

"Bringing families around the dinner table for a healthy meal has been at the core of our mission since the day we founded Dream Dinners" says Stephanie Allen, Co-Founder. "We're honored by The Hope Heart Institute's decision to partner with us in our common cause of helping families live healthier lives".

"Working at the grassroots level with Dream Dinners is very exciting to us," said Mark Nudelman, President and CEO of The Hope Heart Institute. "Now with the epidemic of childhood overweight and obesity, there is concern that America's youth are not getting a home cooked meal often enough to promote good health." The Hope has developed an educational program called Kids Take Heart designed to educate elementary school aged kids about cardiovascular disease, including how to prevent heart disease and live a heart healthy life. "What better complement

to our educational programs than promoting an easy way for parents to get healthy meals on the table for the whole family," said Nudelman.

Additional information about Dream Dinners and The Hope Heart Institute may be found at www.dreamdinners.com and www.hopeheart.org.

ABOUT THE HOPE HEART INSTITUTE

The Hope Heart Institute was founded in 1959 by Lester R. Sauvage, MD, a world-renowned cardiovascular surgeon and research scientist. Dr. Sauvage and The Hope earned international recognition in 1962 through pioneering coronary artery bypass graft (CABG) surgery. Today, The Hope's research remains at the forefront of the cardiovascular field—and its health education reaches communities with a hands-on approach.

The mission of The Hope Heart Institute is serving humanity through cardiovascular research and education. They are dedicated to preventing and treating heart and blood vessel disease, and to improving the physical, emotional and spiritual quality of life for all at risk of - or afflicted with - cardiovascular disease.

ABOUT DREAM DINNERS

Dream Dinners, Inc., co-founded in 2002 by Stephanie Allen and Tina Kuna, is headquartered in Snohomish, Washington and is the recognized originator of the dinner assembly concept, a fast-growing category in the \$170 billion home meal-replacement industry. With a growing network of over 200 franchises in 35 states, and actively seeking more franchise partners, Dream Dinners' mission is to serve others, bring families back to the dinner table with healthy, nutritious, economical and easy-to-fix meals, and provide a venue for giving back to the community.

By incorporating community involvement into the franchise business plan, Dream Dinners and their franchises have already contributed more than \$1.5 million toward education, medical research, and help for the homeless.

In addition, its franchises have donated thousands of dollars to community-based charities through individual fundraising campaigns for schools and other non-profits. The Dream Dinners home office supports store owners by encouraging their involvement, and providing tools to assist them in contributing to local charitable organizations.

Dream Dinners has doubled its revenue every year since 2002, is ranked 5th fastest-growing on Entrepreneur magazine's Franchise 500 and its co-founders were named 2006 Ernst & Young Entrepreneur of the Year in the Pacific Northwest Consumer Product category. For more information, visit dreamdinners.com.

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