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## **Get Healthier, Stay Healthier the Easy Way**

**Introducing Egg Creations™: The Only Liquid Egg Product in the U.S.  
Made With Omega-3 Fatty Acids and Lutein**

LYN, Ontario (December 1, 2005) — Getting and staying healthier is about to become more convenient with the launch of Egg Creations, the only liquid egg product in the United States made with omega-3 fatty acids and lutein, two nutrients that have been increasingly recognized as important to health. Produced by Burnbrae Farms of Ontario, Canada, Egg Creations launches this month in the northeastern region of the United States.

Made from wholesome, real eggs, Egg Creations is a pasteurized refrigerated liquid egg product that provides 260 mg of DHA plus EPA omega-3 and 400 mcg of lutein per serving. Omega-3 fatty acids have been linked to reduced risk of coronary heart disease, and lutein has been linked to protection against cataracts and macular degeneration.

“Today’s active families are continually seeking ‘better for you foods’ and they take pleasure in preparing and eating meals despite their hectic schedules,” says Margaret Hudson, vice president sales and marketing, Burnbrae Farms. “Egg Creations is a convenient way to provide great-tasting, healthier meals at home. There’s no egg cracking and no messy egg shells to clean up — just pour, cook and enjoy.”

### **Easy and Convenient Meals**

Low in cholesterol and fat, Egg Creations can be used for omelets, scrambling, baking, and any recipe calling for shell eggs. It can be stored in the refrigerator or frozen for up to three months, making it a versatile and great-tasting option for busy families who want quick and nutritious meals.

### **Better-for-You Nutrients**

“By including DHA plus EPA omega-3 fatty acids and lutein in Egg Creations, we’re providing an easy way for nutrition-conscious consumers to get healthier and stay healthier,” Hudson says.

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**Omega-3** is the name given to a family of polyunsaturated fatty acids that have gained importance in scientific circles. According to the American Heart Association (AHA), DHA plus EPA omega-3 fatty acids benefit the hearts of healthy people, and those at risk of — or who have — cardiovascular disease.<sup>1</sup> Healthy people should eat omega-3 fatty acids from fish and plant sources to protect their hearts, according to AHA recommendations.<sup>2</sup> The U.S. Food and Drug Administration approved the availability of a qualified health claim which states: “Supportive, but not conclusive, research shows consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.” Egg Creations, which contains omega-3 fatty acids from menhaden fish oil, provides 130 mg of DHA and 130 mg of EPA omega-3 fatty acids per serving.

**Lutein** is an antioxidant that has benefits to eye, skin and cardiovascular health. It is a carotenoid, meaning a natural colorant or pigment, found in dark green leafy vegetables such as spinach, various fruits, corn and egg yolks. Lutein has been linked to promoting healthy eyes by reducing the risk of macular degeneration, a serious eye disease that affects 10 million Americans and is a leading cause of vision loss. Other work suggests that lutein may play a role in helping to reduce the risk of cataracts.<sup>2</sup> Egg Creations provides 400 mcg of lutein per serving.

### **Supporting Health Education**

Burnbrae Farms is partnering with *The Heart Truth* campaign – a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (DHHS) – to raise awareness of women’s heart disease and educate women on ways to prevent it. One out of every three American women dies of heart disease. And only 57 percent of women are aware that heart disease is the leading cause of death among women. Egg Creations packaging will display *The Heart Truth* campaign logo for women and heart disease awareness during key initiatives throughout 2006.

In addition, Burnbrae Farms is also partnering with Sister to Sister: Everyone Has A Heart Foundation, Inc. to sponsor National Woman’s Heart Day on February 17, 2006. Sister to Sister is a national grassroots organization dedicated to providing women free

heart screenings and heart-healthy prevention information to women. Through this partnership, Egg Creations has provided consumers with a way to get involved in raising awareness of heart disease and women. Look for a special coupon on packages of Egg Creations where you can save \$1.00 on the purchase of two and an additional \$1.00 will be donated to Sister to Sister.

Egg Creations is scheduled to be available in retail grocery stores located in New York, New Jersey, Massachusetts, Connecticut, Vermont, New Hampshire and Maine. The 16-oz. package of original egg flavor retails for a suggested price of \$3.49.

### **About Burnbrae Farms**

Headquartered in Eastern Ontario, Canada, Burnbrae Farms is one of Canada's leading egg producers and a thriving participant in its agribusiness industry. In addition to producing table eggs and processed eggs for food service and industrial use throughout Canada, Burnbrae Farms produces liquid egg products for retail including Egg Creations (United States) and Naturegg Break-Free, Omega Pro and Simply Egg Whites (Canada). For more information visit [www.eggcreations.com](http://www.eggcreations.com) and [www.burnbraefarms.com](http://www.burnbraefarms.com). For more information about women and heart disease visit *The Heart Truth* Web site [www.heartruth.gov](http://www.heartruth.gov).

-30-

<sup>1</sup> *American Heart Association Recommendation, "Fish and Omega-3 Fatty Acids"* – [www.americanheart.org](http://www.americanheart.org).

<sup>2</sup> *American Heart Association Statement, November 18, 2002* – [www.americanheart.org](http://www.americanheart.org).

<sup>3</sup> *Lutein Information Bureau* – [www.luteininfo.com](http://www.luteininfo.com).