



DECAS CRANBERRY PRODUCTS, INC. INTRODUCES OMEGA-3 FORTIFIED SWEETENED DRIED CRANBERRIES

Leading Cranberry Ingredient Provider Offers their Premium Sweetened Dried Cranberries with OmegaCran® Cranberry Seed Oil

WAREHAM, Massachusetts, November 16, 2005 – Decas Cranberry Products, Inc. (DCP), the largest independently-owned cranberry ingredient company in the world, today introduced Omega-3 fortified sweetened dried cranberries (SDCs). The new premium cranberry product is enhanced with OmegaCran® cranberry seed oil and provides approximately 240 mg of Omega-3 fatty acids per 1/3 cup serving of SDCs.

OmegaCran® is a superb source of antioxidants and vitamin E and contains high-levels of Omega-3 and Omega-6 fatty acids which are known for their health promoting characteristics. Decas' SDCs are already a well-known all natural fruit snack and with the addition of Omega-3 fatty acids, it further boosts their healthy appeal.

Omega-3 fortified SDCs are the latest addition to DCP's popular family of cranberry-based specialty ingredients which includes cranberry concentrate, SDCs, and fresh cranberries. Applications for the new premium product include, but are not limited to, healthy snacks, cereals, yogurt, muffins, salads, cookies, pancakes, breads, and desserts.

"DCP is committed to providing the world with the most advanced and innovative cranberry-based ingredients", said Nick Decas, vice president sales, DCP. "We now offer Omega-3 fortified SDCs along with our extensive list of SDC products including organic, fruit-juice sweetened, multiple flavors and sizes."

About Decas Cranberry Products, Inc. (DCP)

Headquartered in Wareham, Massachusetts, Decas Cranberry Products, Inc. (DCP) is the largest independently-owned cranberry ingredient company in the world. Founded in 1934, DCP has been a major grower, processor and supplier of premium cranberries worldwide. Today, DCP supplies more than 50 million pounds per year of premium cranberry product to consumers, retailers and the food industry around the world. For additional information, please visit www.decascranberry.com.

###

For additional information, please contact:

Ember Ray
Marketing Coordinator
Decas Cranberry Products, Inc.
508-295-0147
emberr@decascranberry.com