



NEWS

FOR IMMEDIATE RELEASE

EPICURE SELECTIONS® LAUNCHES A HEALTHIER YOU: FEEL BETTER IN JUST 28 DAYS!

Victoria, BC, April 1, 2009

Epicure Selections® is excited to announce the launch of *A Healthier You: feel better in just 28 days!*, a complete guide to good food and great health. *A Healthier You* is Epicure's holistic approach to health and wellness, providing tips, tools, recipes and fine food products to allow Canadians to nourish body and soul with ease.

North Americans spend over \$35 billion a year on diets, and over 95% of them don't work. For those who attempt to diet, 83% gain all of the weight back (and sometimes more!) in less than two years. This is because diets often work against sustainable healthy weight management and optimal energy. *A Healthier You* is not a diet; it is a guide to feeling better by enjoying a healthful lifestyle.

A Healthier You, Epicure's comprehensive package for healthy living, contains all the tools needed to help Canadians achieve optimal health, for just \$49.95. Along with the lifestyle guide and cookbook, the package includes a portion plate, a weekly meal and activity planner, a handy wallet card to help make healthy choices when dining out and a pedometer to step into success!

"I am so proud of Epicure's growing reputation as the Canadian company that cares," stated Sylvie Rochette, Epicure Selections® President and Founder. "Our Registered Dietitian and Research and Development Chef took every care in realizing my vision for a beautiful, easy-to-use guide to healthful eating and living. I know you and your family will enjoy this fun, easy journey to a healthier you ... in just 28 days!"

About Victorian Epicure / Epicure Selections®

Victorian Epicure Inc. was founded by Sylvie Rochette to address a genuine need for easy, healthful and delicious mealtime solutions. With an initial offering of four hand-crafted spice blends, the products' overwhelming popularity soon prompted the creation of Epicure Selections®. Epicure Selections® follows a party-plan direct sales model to distribute our ever-expanding product line, and is now the largest and fastest growing wholly Canadian-owned direct sales company. Today, Sylvie is pleased and proud to see thousands of Independent Epicure Consultants across Canada share her recipe for success.

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