



Epicurean International Fact Sheet June 2006



Business Description

- Established in 1989 in California
- *Thai Kitchen*® and *Simply Asia*® brands provide authentic, easy to prepare Asian foods.
- Distribution in grocery stores, natural food stores, mass merchandisers, drug stores and warehouse clubs.
- Production is outsourced to suppliers based in Asia
- Approximately 50 employees

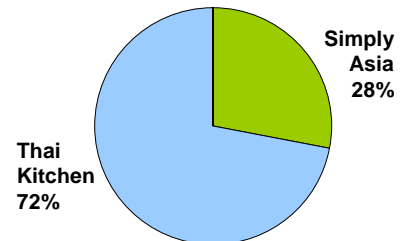
Strategic Rationale for Acquisition

- Asian foods are a great fit with value added flavor strategy
- On-trend products offer authentic ethnic cuisine and convenience
- Distribution expansion and targeted advertising will grow net sales
- Cost efficient supply chain leads to strong margins

Market Performance and Position

- *Thai Kitchen*® is the #1 brand in the Thai food category. Introduced in 2002, the *Simply Asia*® brand expands beyond Thai cuisine and with 40 products increases the total products to more than 100.
- Sales have increased at a 32% compound annual growth rate since 2002.
- *Thai Kitchen*® brand has 45 ACV and *Simply Asia*® ACV is 21%.
- Fastest growing brands in the Asian category.
- New products introduced since 2001 represent 48% of sales.

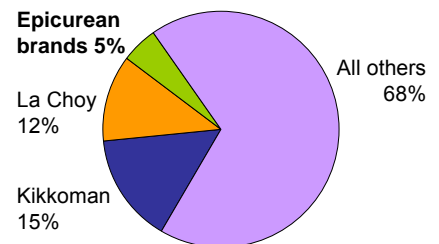
2005 Net Sales by Brand



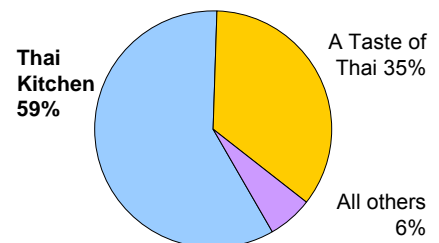
Financial Highlights

Acquisition price \$97million
 Multiple of EBITDA is approximately 11 times
 Annual sales of approximately \$50 million

Asian Foods Category *



Thai Food Category *





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Forward-looking Statement

Certain information contained in this fact sheet, including expected trends in net sales and earnings performance, are “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934. Forward-looking statements are based on management’s current views and assumptions and involve risks and uncertainties that could be materially affected by external factors such as: actions of competitors, customer relationships, ability to realize expected cost savings and margin improvements, market acceptance of new products, actual amount and timing of special charge items, removal and disposal costs, final negotiations of third-party contracts, the impact of the stock market conditions on its share repurchase program, fluctuations in the cost and availability of supply chain resources and global economic conditions, including interest and currency rate fluctuations, and inflation rates. The Company undertakes no obligation to update or revise publicly, any forward-looking statements, whether as a results of new information, future events or otherwise.