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**Turmeric Power: House Foods Unveils its Mega-Popular  
Ukon Energy Drink in the US**

**Delivering the ‘Energy’ of Turmeric, a Super Spice Long Prized in Asia, Ukon Energy Makes its US Debut at the 2010 Korean Music Festival in Hollywood, CA**

Garden Grove, California, May 1, 2010 — House Foods, Japan’s #1 spice and curry maker, will preview its turmeric-based Ukon Energy beverage at the 2010 Korean Music Festival at the Hollywood Bowl on Saturday, May 1, 2010.

House Foods has sold over 120 million Ukon Energy bottles in Japan in 2009, making it the most popular turmeric-based drink in the country and one of the most popular worldwide. This will be the first opportunity to taste Ukon Energy in the continental United States.

“Ukon Energy delivers the power of turmeric with a refreshing flavor that excites your palate with a stimulating aroma and sweet taste,” said Yoko Difrancia, marketing manager at House Foods America. “We are delighted to finally bring this incredibly popular beverage to the United States.”

Ukon Energy contains vitamins E and B, has only 30 calories per serving and is caffeine-free. Sold in a conveniently compact bottle, this herbal drink is especially popular among Japanese businessmen, who see it as the ideal beverage for their on-the-go lifestyle.

Acclaimed in Japan for its spice-based foods, House Foods is the market leader in cultivating spices including curry and turmeric. Ukon is the next great product stemming from House Foods’ dedication to taste, health and convenience. House Foods America plans to initially market Ukon Energy to the Asian community in the US, eventually extending distribution to the mainstream American audience.

**About House Foods America**

House Foods America Corporation (HFAC) is a fully-owned subsidiary of the House Foods Corporation (HFC), one of Japan’s largest food manufacturers. HFAC is comprised of three operations: manufacturing and distribution of tofu and tofu-related products; importing of HFC’s line of processed foods; and management of Curry House chain of restaurants. For more information, visit [www.house-foods.com](http://www.house-foods.com).