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NEWS RELEASE
For Immediate Release

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Harlan Bakeries, Inc. (Harlan) to participate in the International Dairy-Deli-Bakery Association's (IDDBA) Annual Convention for 2007 to be held in Anaheim, Calif.

AVON, IND. – Harlan Bakeries, Inc. will exhibit at IDDBA's Seminar & Expo, "Backstage Pass," to be held at the Anaheim Convention Center, June 3-5, 2007. The annual event, sponsored by The International Dairy-Deli-Bakery Association, helps members (manufacturers, retailers, wholesalers, distributors, brokers and many others) to enhance their economic position by providing opportunities for professional dialogue, education, exchange of industry data and selling.

At the spring show, Harlan will be showcasing our *NEW* Gourmet 32 ounce Key Lime and Turtle pies; *NEW* All Natural, Whole Wheat Sliced Crème Cakes and our *NEW* Bar Angel Food cake. Harlan will also exhibit our diverse product line of Bagels, Pies, (crème, meringue, fruit and specialty), Cookies, Muffins, Crème Cakes, English Muffins, Breadsticks and much more. Samples and product information will be offered to the many customers and friends who come to visit with us. Be sure to stop by Booth 2025 to learn about these exciting products.

The IDDBA's 2007 Backstage Pass will host guest speakers including Ted Koppel, Madeleine Albright, Alton Brown, Terry Bradshaw and Emmitt Smith, along with many more that will provide lectures on various topics including innovation, food trends, globalization and the environment. On-site registration will begin at the Anaheim Convention Center on Friday, June 1st. Expo floor hours are as follows: 12:30 p.m. – 5:30 p.m. on Sunday, June 3rd and Monday, June 4th; and 10:00 a.m. – 2:00 p.m. on Tuesday, June 5th.

For more information about the International Dairy-Deli-Bakery Association or to register for this event, contact them at (608) 238-7908, or write to them at 313 Price Place, Suite 202, P.O. Box 5528, Madison, WI 53705-0528. You may also visit them online at www.iddba.org.

Harlan Bakeries, Inc., established in 1991, produces Harlan Bigger Better Bagels® and Harlan Giant Gourmet Bagels® brands, private-label bagels, contract manufacturing, and products for in-store bakeries. Harlan now produces more than just bagels and supplies our customers with pies (meringue, crème, fruit and specialty); cakes; cookies; muffins; and breads. HBI operates six production facilities, including its 300,000+ square foot facility and corporate office in Avon, Ind. Other production facilities are located in Indianapolis, Ind., Denver, Col.; Hope, Ark.; Wichita, Kan.; and Kentville, Nova Scotia, Canada.

For Customer and Broker information, please contact Joseph E. Latouf, Executive Vice-President of Sales and Marketing at jlatouf@harlanbakeries.com or send correspondence to the address below.

Harlan Bakeries, Inc.

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