



WONDER+ INTRODUCES CANADA'S FIRST AND ONLY SLICED BREAD WITH OMEGA-3 DHA

***Wonder+ Headstart delivers 15mg of omega-3 DHA in every serving:
A delicious and nutritious way to help give a big head start to little brains***

TORONTO, ON, February 12, 2008 – Weston Bakeries Ltd. today introduced Wonder+ Headstart 100% Whole Wheat bread with the added benefits of omega-3 DHA, one of the most important nutrients to include in a child's diet.

"Wonder+ Headstart is Canada's first and only 100% whole wheat sliced bread enriched with omega-3 DHA - a nutrient that helps give a big head start to little brains," says Craig Hutchison, Vice President of Marketing and Sales at Weston Bakeries. "Headstart is a proud addition to the Wonder+ 100% whole wheat bread family and it builds on our continued commitment to providing nutritious and delicious bakery products to Canadian children."

Omega-3 DHA or 'docosahexaenoic acid' is a type of polyunsaturated fat which contributes to the normal development of the brain, the eyes and the nerves, and has also been linked to improved learning and visual abilities in children. Because the body produces very little omega-3 DHA, it's important to get this fat from the foods we eat.

According to the DHA/EPA Omega-3 Institute, young children are receiving just 19 mg of DHA per day. Although no official Canadian recommended daily intake (RDI) has been established, the Food and Nutrition Board of the Institute of Medicine (National Academy of Sciences, U.S.A.) suggests that children between one and eight years of age consume at least 70 mg of omega-3 DHA and EPA¹ (eicosapentaenoic acid) per day. Every serving (two slices) of Wonder+ Headstart 100% Whole Wheat sliced bread contains 15 mg of omega-3 DHA.

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¹ DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) are two of the three principal fatty acids belonging to the family of essential nutrients known as omega-3.

Survey reveals omega-3 DHA awareness high, consumption low

According to the Wonder+ Omega-3 Report, a survey conducted by Angus Reid Strategies on behalf of Wonder+ Headstart, most Canadian parents of children under the age of 14 are aware of the importance of omega-3 DHA in their child's diet - but admit their kids just aren't eating enough.

Nearly eight in ten Canadian parents (77%) believe that it's important that their children consume omega-3 DHA as part of their daily diet; a further 76% are aware that omega-3 DHA intake can contribute to the normal development of a child's brain.

Despite this, fewer than four in ten Canadians (38%) say their children are consuming enough omega-3 DHA. More than half (54%) of all Canadian parents surveyed reveal that they don't know of any convenient ways to include it in their children's diet. This is consistent with scientific research that shows children are lacking in DHA².

Wonder+ Headstart provides convenient new omega-3 DHA choice for parents

Fatty fish such as salmon, tuna, mackerel and trout are some of the foods naturally rich in omega-3 DHA. While Canada's Food Guide recommends at least two servings of fish each week, the survey reveals that one in four Canadian children under the age of 14 (26%) consume fish only once a month. Further, 28% do not eat fish at all - making it vital that children consume food products fortified with omega-3 DHA.

"The research around the health benefits of omega-3 DHA is exciting!" says RD/Nutrition Consultant, Sue Mah. "Since it is difficult to get kids to eat foods naturally rich in omega-3 DHA such as fish, offer them foods they love enriched with omega-3 DHA."

Wonder+ Headstart provides parents and kids with a convenient and great tasting way to increase their consumption of omega-3 DHA - every day. Parents can also look for a variety of omega-3 fortified foods available in the grocery store including staples such as milk, yogurt, orange juice, margarine and eggs.

Wonder+ Headstart contains MEG-3® omega-3 powder, from Canada's Ocean Nutrition - a global leader in omega-3 DHA nutrition.

Wonder+, investing in Canadian children

Part of a complete childhood for more than 75 years, Wonder+ supports the well-being and development of Canadian children through the delivery of good-tasting, nutritious bakery products and significant investments in sport and fitness programs - at the school, community and national levels.

² Advance Data No. 349. November 8, 2001.

Weston Bakeries, under the Wonder+ brand, is an official supplier to the Vancouver 2010 Olympic and Paralympic Winter Games and is a proud supporter of ParticipACTION, the national not-for-profit organization that aims to inspire Canadians to move more.

Wonder+ also supports elementary school fitness through one of the largest National fitness programs, the *Wonder+ Fresh Fitness Challenge*, a program that encourages daily physical activity in the classroom. Finally, building on the brand's commitment to communities, Wonder recently launched the *Dreams Begin with Play* program, a community investment fund that supports active lifestyles and play.

More information can be found by visiting www.wonderheadstart.ca

About the Survey

The Wonder+ Omega-3 Report survey was commissioned by Wonder+ Headstart and completed by Angus Reid Strategies between January 7 and January 24, 2008. A randomly-selected, representative sample of 566 Canadian parents with children under the age of 14 participated in this online survey. Results are considered accurate to within a margin of error of +/-4.1%, 19 times out of 20. The results have been statistically weighted according to Statistics Canada's most current age, gender and region Census data. Discrepancies in or between totals are due to rounding.

About Weston Foods (Canada) Inc.

Weston Foods (Canada) Inc. is a subsidiary of George Weston Limited, a Canadian public company and is one of North America's leading food processing and distribution companies. Weston Bakeries Limited is one of Canada's leading bakeries with a number of well-known bakery brands including *Wonder®*, *Country Harvest®*, *D'Italiano®*, *Thomas'®* and *Weston®*.

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