



Press Release

FOR IMMEDIATE RELEASE

For more information contact:

Shana Starr / Jason Kirshner

R.M.S. Public Relations (for Baja Bob's)

949.481.3984 / 949.429.1172

Shana-PR@RMS-Biz.com / Jason-PR@RMS-Biz.com

BAJA BOB'S LINE OF SUGAR-FREE LOW-CARB MARTINI MIXES ARE THE PERFECT POUR FOR HOLIDAY PARTIES

Now Available in Holiday Colors - Cranberry Cosmo, Sour Apple, Lemon Drop and Blue Raspberry

SAN DIEGO (November 10, 2004) – Baja Bob's® Bar Mixes (www.bajabobs.com) are the perfect drink mix to help deck the halls during the upcoming holiday season without the fear of weight gain. The recently released low-calorie sugar-free Martini Mixes that come in Cranberry Cosmo, Sour Apple, Lemon Drop and Blue Raspberry will provide party-goers an alternative to high-sugared cocktails that are poured during the holiday season. Sweetened with Splenda® and all natural flavors, these cocktails are the perfect mix for any holiday fun. Loaded with flavor and flair but not sugar, the Martini Mixes have zero to two carbs and only ten calories per drink (total carbs – not net carbs!). All four flavors are available for \$3.99 - \$4.99 per bottle.

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Sugar Free Martini's Deck the Halls Just in Time for the Holidays 2-2-2-2

"Baja Bob's Martini Mixes are the perfect hostess gift and are THE must-have holiday cocktail for the season," said Co-owner Craig Cook. "We made a product that tastes great and offers people an alternative to sugar-filled mixes that add to the holiday weight gain. We are really thrilled we can add these delicious mixes to our line-up."

Unlike many so-called healthy treats, that offer reduced sugar or reduced calories at the sacrifice of flavor, Baja Bob's new sugar-free Martini Mixes are flavored with natural flavors and Splenda and taste as crisp and refreshing as the "real thing." During a season known for overindulgence, now health conscientious consumers can "indulge" without guilt and without sacrifice.

About Baja Bob

Baja Bob's[®] was started by a group of friends who were looking for low-carb solutions that would realistically fit into their lives. The group perfected the mixes and now produces them in San Diego, California. Baja Bob's[®] can be found in virtually every low-carb Internet store, the Atkins Catalog and numerous nationwide retailers. For more information, visit their Web site, www.bajabobs.com.

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