



NEWS RELEASE

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Acosta Appointed by Nutritionals

(Jacksonville, Fla., September 3, 2004) -- Atkins Nutritionals, Inc. ("ANI") has appointed Acosta as its agency of record across the U.S. effective October 1. The appointment includes the grocery, regional mass, regional drug, and convenience store retail channels. In addition, Acosta's Natural/Specialty Sales division will service the natural channel for ANI.

Over the last several years controlled carbohydrate nutrition has become widely adopted in the U.S., with more than 30% of Americans now reporting they are controlling their carbohydrate intake. As the category leader, Atkins has developed a line of products to assist consumers who follow the Atkins Nutritional Approach™. Acosta will service Atkins' various product offerings including nutrition bars, shakes, supplements, cereal, and candy.

According to Acosta CEO Gary Chartrand, "Acosta is excited to work with the leading CPG company in the low carb sector. The Atkins appointment will help Acosta continue its leadership in the nutrition bars segment."

Mark Rodriguez, Atkins Nutritionals Senior Vice President and General Manager, North America, noted, "Acosta's headquarter strength, category leadership and new retail model were all significant factors in our decision to appoint Acosta. In addition, Acosta's distributor penetration through its Natural/Specialty Sales division clearly differentiated its model from the competition."

About Atkins

Based in Long Island, NY, Atkins was founded by Dr. Robert C. Atkins in 1989. Today, Atkins Nutritionals is a fast-growing international enterprise providing a broad range of convenience foods, supplements, baked goods, snacks, condiments and information products designed to serve the millions of consumers who have adopted the controlled carbohydrate lifestyle. The company's products are sold in the natural, nutritional, food, mass and drug retail channels as well as direct through their catalog and Web site. For more information, please visit www.atkins.com.

Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.