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SWEET’N LOW POURS ON THE FLAVOR WITH IMPROVED SYRUPS

Cumberland Re-launches Sweet’N Low Chocolate and Strawberry Flavored Syrups

BROOKLYN, NY (November 28, 2005) – Consumers looking to add rich, delicious flavor to ice cream and milk without the added calories need search no further than Sweet’N Low Syrups. Cumberland Packing Corporation, the makers of number one sweetener Sweet’N Low, announces the new and improved Sweet’N Low® Flavored Syrups.

The re-formulated Sweet’N Low Flavored Syrup comes in chocolate and strawberry varieties, perfect for mixing in milkshakes and drizzling on ice cream or frozen yogurt. The new syrup is sugar-free, allowing consumer to cut back on sugar without sacrificing taste. In comparison to Hershey’s® Brand Regular Syrup, Sweet’N Low Chocolate Flavored Syrup has 90 percent fewer calories while the strawberry flavor has 95 percent fewer calories. Compared to the Hershey's Sugar Free varieties, the Sweet’N Low Syrups have 1/3 fewer calories. Sweet’N Low Syrups are fat-free and cholesterol-free foods.

“Sweet’N Low Syrup has been completely re-formulated with a taste indistinguishable from heavily-sugared competitors,” said Jeff Eisenstadt, President of Cumberland Packing. “We’re delighted to bring this delicious product to consumers nationwide.”

New packaging for Sweet’N Low Flavored Syrup features the distinctive Pink Panther™ logo. Both chocolate and strawberry syrups are available in 18-ounce bottles and retail for **\$2.99**. They are available at mass retail and supermarket chains nationwide.

About Cumberland Packing Corp.

Cumberland Packing Corp., the manufacturer and marketer of Sweet’N Low[®] Zero Calorie Sweetener, is headquartered in Brooklyn, New York. Sweet’N Low has no calories and is the least expensive artificial sweetener on the market. The ubiquitous pink packet was introduced to consumers nearly 50 years ago, and is an American staple. More than 33 million packets of Sweet’N Low are produced every day, making it the # 1 packet seller (IRI data; Oct. 2005), far exceeding any other brand of sweetener. For more information, visit www.sweetnlow.com.

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