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## **QUEENS HOSPITAL RECOGNIZES SWEET'N LOW'S SWEET DONATIONS**

*Brooklyn Company's Employees Rewarded for Chairman's Philanthropy*

BROOKLYN, NY (November 30, 2005) – Brooklyn-based Cumberland Packing Corp., makers of Sweet'N Low, has provided its 400 employees with free flu vaccinations through the Peninsula Hospital Center in Far Rockaway. The hospital offered this service in appreciation for Cumberland Chairman of the Board, Marvin Eisenstadt's, philanthropic work.

Over the past 40 years, Marvin Eisenstadt, who serves as Executive Vice Chairman of the Board at Peninsula, and Cumberland have supported Peninsula with funding for a variety of initiatives, from rebuilding its emergency department to expanding its ambulatory surgical services in the Rockaways, Five Towns, Queens and Brooklyn communities.

“Through the gracious support of Cumberland, we've been able to modernize our emergency department and expand our services to benefit the entire community,” said Robert Levine, President and CEO at Peninsula. “We're delighted to have the opportunity to give a little back to Cumberland for their generosity over the years.”

Hospital personnel visited Cumberland's Brooklyn facility on November 15<sup>th</sup> to administer the vaccinations.

### **About Cumberland Packing Corp.**

Cumberland Packing Corp., the manufacturer and marketer of Sweet'N Low<sup>®</sup> 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](http://www.sweetnlow.com).

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