



**WHOLE SOME SWEETENERS, INC. ANNOUNCES
APPOINTMENT OF JEFF SEIDEL AS CHIEF COMMERCIAL & FINANCIAL OFFICER**

SUGAR LAND, TX, May 16, 2005 - Wholesome Sweeteners, Inc. today announced that Jeff Seidel will join the Company in the newly created position of Chief Commercial and Financial Officer, effective May 30, 2005. In this position, Mr. Seidel will be responsible for the Company's financial analysis, accounting and internal controls, information systems, customer service, corporate planning, lender relations and other treasury functions. He will report directly to CEO Nigel Willerton.

Nigel Willerton said, "The rapid acceptance by food manufacturers, retailers and consumers alike of our Natural, Organic & Fair Trade Certified sugars has created the opportunity and the need to recruit someone of Jeff's caliber. With him on board we can put the necessary infrastructure in place to allow us to fully capitalize on growth opportunities in the organic and natural products environment."

Mr. Seidel, age 41, brings a wealth of experience in finance and general management. Most recently, he served as Director of the Specialty Products Group for the Imperial Sugar Company, one of the largest processors and marketers of sugar in the United States. Previously he served as President of Texace, Ltd., a privately owned domestic manufacturer of recreational headwear, CFO of LOT\$OFF Corporation, a publicly held retailer, and as a management consultant for Deloitte & Touche Consulting.

Mr. Seidel is a magna cum laude graduate of the University of Texas at San Antonio with a B. B. A. in Finance, and holds a M. B. A. from the University of Texas at Austin. "With the organic industry poised for continued growth, I am very excited to join this team and help build on the solid platform created by Nigel and all of the great employees at Wholesome," stated Jeff.

Nigel continued, "I am very pleased that Jeff has become a member of the Wholesome Sweeteners team. A significant addition to our senior management, this appointment reflects our ongoing focus on developing a foundation that will facilitate the outstanding growth of our company and our industry. Jeff's experience, expertise in financial management, ability to focus on broad strategic issues and tactical concerns, and management style, which emphasizes achievement and accountability, will be very valuable to us and our efforts to continue to build upon Wholesome Sweeteners' past successes."

Wholesome Sweeteners, Inc. (www.wholesomesweeteners.com) is the premier supplier of Added-Value Natural and Organic Sweeteners to retail, foodservice and the industrial food manufacturing markets of North America.

The Fair Trade label guarantees consumers that farmers directly receive a fair price for their produce, allowing them to enjoy a higher living standard, which leads to thriving communities and protection of their sustainable farming practices. By receiving a fair price, Fair Trade producers avoid cost-cutting practices that sacrifice quality. To learn more, visit: www.transfairusa.org.