



Together we can improve the quality of people's lives.

Consumers want healthier food and snacks—you can help!

- Over 187 million Americans or 63% are overweight with more than 100 million defined as obese.¹
- At any given time two-thirds of all American adults are on a diet to either lose weight or prevent weight gain. Of those, 29 percent are men and 44 percent women. 300,000 deaths a year are related to obesity.²
- Each year 62 million people are diagnosed with digestive problems. A diet high in fiber helps this problem.³
- There are 20 million cases of diabetes in the US — 7% of the population — up 40% in the last 10 years.⁴
- There are 54 million Americans with pre-diabetes.⁴
- Americans spend approximately \$1 trillion on food each year.⁵

source

- (1) The Obesity Society <<http://www.obesity.org>> & <<http://www.phillyfit.com>> "How Exercise and Good Nutrition can improve your Bottom Line"; September/October 2007
- (2) The Centers for Disease Control and Prevention <<http://www.cdc.gov>> and Office of the Surgeon General <<http://www.surgeongeneral.gov>> "Overweight and Obesity: What You Can Do"
- (3) National Institute of Diabetes and Digestive and Kidney Diseases <<http://www2.niddk.nih.gov>>
- (4) Diabetic Foundation.org <<http://www.diabeticfoundation.org>>
- (5) Nutrition Business Journal, 2004 <<http://www.nutritionbusiness.com>>

FACT Corporation can help you capture a market opportunity by offering a healthier product choice for the health conscious consumer.

- Incremental category volume
- Secure new customers
- Drive profitable revenue

We have developed a low sugar/high fiber — great tasting alternative for products such as:

- Brownies
- Bagels
- Muffins
- Cookies

Distributed via your bakery supplier or bake in-store!

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