



PRESS RELEASE

FOR IMMEDIATE RELEASE:
July 05, 2005

CONTACT: Greg Leonard, Communications
904-940-2855

TREE OF LIFE ENHANCES THEIR RETAIL SERVICE PROGRAMS THROUGH NEW PARTNERSHIP WITH SPINS, INC.

St. Augustine, Fla., July 05, 2005 – Tree of Life today announced a new partnership with SPINS, Inc., the leading information service provider for the Natural Products Industry. The partnership will significantly enhance the distributor's retail service programs through access to the SPINSscan Natural database and the adoption of the SPINS Product Library.

Tree of Life will utilize these services to further strengthen their item assortment plans for retail clients who participate in SPINS' Retailer Partnership Program. Tree of Life will also support SPINS' efforts to expand their coverage of the natural channel and optimize the SPINS' Product Library with key product information.

The SPINS Product Library consists of over 400,000 UPC-coded items. It is segmented into an industry standard hierarchy of 73 categories and 370 subcategories and is enhanced with product attributes such as organic and soy content, as well as dietary and health concern alignment. Through the adoption of the SPINS Product Library, Tree of Life can now view consumer product movement data in a common industry language for analyzing category and attribute performance.

Alec Covington, President and CEO of Tree of Life, said, "Retailers working with Tree of Life and SPINS will now have access to a set of tools to meet their shoppers' needs that is more comprehensive and intelligent than ever. With quantitative research and category management support, they will gain a necessary edge in this increasingly competitive marketplace. The SPINSscan Natural database is also an important element of our Smart Assortment marketing service toolkit, which allows Tree of Life to develop optimal product assortment recommendations for specific stores in specific neighborhoods".

"We are pleased to be working with Tree of Life, enabling them to better inform retail partners through fact-based category management and item assortment decisions," said SPINS' CEO, Tony Olson.

San Francisco-based SPINS was founded in 1995 as the first company to offer natural products movement data to the industry. Today, it is the premier provider of industry reporting and consulting services for this rapidly expanding sector. SPINS' comprehensive offering includes retail measurement services, content based reporting, consumer information and consulting services. For more information, visit www.spins.com

Tree of Life, Inc. is the world's leading marketer and distributor of natural and specialty foods, serving customers throughout the United States and Canada. Tree of Life, Inc. is a wholly owned subsidiary of Royal Wessanen NV based in The Netherlands. The parent company, Wessanen, has more than two centuries of experience in the food industry.

###

TREE OF LIFE, INC.
Post Office Box 9000, St. Augustine, FL 32085-9000 405 Golfway West Dr. St. Augustine, FL 32095
Telephone: (904) 940-2100