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**EAST SIDE ENTREES SERVES UP MEAL BREAKS,
A NEW 'GRAB-N-GO' MEAL SOLUTION TO HELP COMBAT
FOOD INSECURITY AMONG NATION'S SCHOOLCHILDREN**

**Shelf Stable Boxed Meal Designed for Programs Including After School
Supper, Summer Feeding, Emergency Feeding, Field Trips and Lunch**

WOODBURY, NY, February 28, 2006 - School foodservice company East Side Entrees has added a new item to its menu of nutritious meals for schoolchildren - **Meal Breaks**. The shelf stable, kid-friendly 'grab-n-go' boxed meal was designed to help After School Supper and Summer Feeding Programs, as well as School Lunch Programs, address the growing problem of food insecurity, which affects 19% of all children in the U.S.

Meal Breaks are targeted to kids in grades K-12 and are available in six nutritious varieties. Together with milk, each meal provides the recommended levels of key nutrients that children need each day, as outlined by USDA dietary guidelines. Every **Meal Breaks** box includes an entrée, a serving of 100% fruit juice, a second fruit or vegetable and a bread serving.

"Children around the country go hungry on a daily basis, yet the Federal government's After School Supper and Summer Feeding Programs are among the least utilized government nutrition programs," said Gary Davis, CEO of East Side Entrees. "We designed **Meal Breaks** to break down the traditional barriers of serving After School and Summer Meals, to help break the needless cycle of food insecurity."

Meal Breaks was developed in response to some startling statistics: \$1.3 billion dollars are available for After School Meals, Summer Feeding and School Breakfast Programs, yet the funds are not being fully utilized to help America's 13.9 million food insecure children. This leaves many children in poverty going to bed hungry, and millions of children who rely on meals during the school year not getting the proper food and nutrition when school is not in session during the summer months.

Meal Breaks launches on the heels of another East Side Entrees boxed meal for schoolchildren: **Breakfast Breaks**. Introduced to schools this fall, **Breakfast Breaks** are also a kid-friendly “grab-n-go” meal designed to increase participation in the sorely underutilized School Breakfast Program, by making meals appealing and nutritious for kids.

Like **Breakfast Breaks**, when combined with milk **Meal Breaks** is a self-contained, easy-to-serve meal that can help schools keep labor costs down. And it is priced at a rate significantly lower than the Federal reimbursement rate, making the meals a cost-effective solution for any nutritional feeding program.

East Side Entrees has pledged to donate a portion of proceeds from **Meal Breaks** to hunger relief organizations Share Our Strength and the Alliance to End Hunger, to help combat food insecurity over the next 20 years. Among the ways these organizations fight hunger and food insecurity is by making grants available to effective non-profit agencies, including those that support After School and Summer Feeding Programs.

“If we do our jobs right, we will have an enormous impact on helping hungry children all over the country get the nutrition they need to learn, grow and thrive,” said Patricia Nicklin, Managing Director of Share Our Strength. “We expect to make tremendous progress toward our goal – creating the first hunger-free generation.”

“Throughout our history we have made a point to give back to the communities that we serve,” added Davis. “**Meal Breaks** provides a great opportunity for us to take that charge to the next level.”

Based in Woodbury, NY, East Side Entrees is a foodservice company that specializes in developing and marketing nutritious, student-friendly products to the school market. To learn more about **Meal Breaks**, go to www.mealbreaks.com.

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