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**Australian Made to have a presence at Tree of Life for the first time in 2009
Healthful Aussie foods on display at Booth # 936**

Los Angeles, CA (May 29, 2009) – The iconic Australian Made Australian Grown (AMAG) logo will be on display for the first time at Tree of Life's International Show in Dallas next week. Four Aussie brands bearing the green and gold logo will be represented at the AMAG-branded booths.

The brands that will be represented are Cobram Estate and Kangaroo Paw, both producers of premium extra virgin olive oils. Majans, who manufacture a range of healthy Indian snack mixes, and Vic Cherikoff Essentially Oz range of sauces and splashes which are flavored with indigenous Australian spices.

AMAG's involvement in the 2009 Tree of Life Show is part of its broader program promoting Australian products and produce in the USA.

'People continue to want variety; unique, quality products are always in demand and we want to make sure these small, specialty producers still have a presence in the US once the market recovers,' says Ian Harrison, Chief Executive of the Australian Made, Australian Grown campaign.

The decision to support the Tree of Life Show is indicative of a shift in consumer attitudes towards healthy foods in many parts of the US.

'We have some of the cleanest growing regions, and highest environmental standard anywhere in the world,' says Harrison. 'The four brands represented at this show are fine examples of companies using premium quality, healthy ingredients and unique Australian flavour profiles.'

AMAG also sponsors the Australian pavilions at the winter and summer Fancy Food Shows and the National Restaurant Association fair in Chicago. For the past three years they have promoted Australian products to US consumers via retail promotions with specialty food retailers across North America.

Visitors at the show should look for the kangaroo symbol, which is a reliable identifier of truly Australian produce and products. All goods that carry the logo meet strict criteria to qualify as genuine Australian products.

"The Australian Made, Australian Grown logo clearly identifies products and produce as Australian. It is a registered mark in both Australia and the US. Retailers can be reassured that when they see this logo they are buying products and produce that reflect Australia's clean and green environment and its very high standards for food safety," says Harrison.

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About Australian Made

Australian Made, Australian Grown is a not-for-profit campaign promoting and administering the green and gold kangaroo logo. The country-of-origin symbol is now recognised by 98% of Australians, trusted over any other country of origin symbol such as flags, maps, pictures of animals, etc by 86%, and can now be found on more than 10,000 products sold around the world. Only products that are registered with AMAG and meet the criteria determined in AMAG's strict Code of Practice may carry the logo.

For more information about AMAG and promoting Australian Made Australian Grown to the world, visit www.australianmade.us

About Tree of Life

As the nation's leading distributor of natural, organic, specialty, ethnic, and gourmet food products, Tree of Life has helped thousands of retailers, from the largest supermarket chains to the smallest independent stores, meet the constantly growing demand for products that help Americans to "live well." Tree of Life offers the industry's most complete selection of natural and specialty food products along with our proprietary Smart AssortmentSM marketing service to help our customers increase their sales and profits. For over 30 years, Tree of Life has provided retailers throughout the United States, Caribbean and now Canada, with the products, services and the marketing edge that adds to their bottom line. Welcome to the Tree of Life Web site, tour our site and learn more about how we help retailers turn trends into transactions.

Tree of Life's 22nd Annual International Show 2009 will be held at the Hilton Anatole Hotel, Dallas, TX from June 4-6, 2009. For more information visit www.treeoflife.com.

Available for Interview

Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign