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FOR IMMEDIATE RELEASE

**MJ's Fine Foods launches bold and innovative new Santa Fe Flatbread Co. flavors and packaging across North America**

Toronto, Canada - November 1, 2004 ~ MJ's Fine Foods is relaunching the Santa Fe Flatbread Co. brand with new and improved flavors, bold new packaging, and a contemporary new floor display starting November 2004.

A specialty food success story, MJ's Fine Foods is committed to leading the company to new heights with the creation of a dynamic new image for the award-winning Santa Fe Flatbread Co.

"Our Santa Fe Flatbread Co. brand was inspired by the traditional beehive oven baking methods and reflects the west coast lifestyle experience," said Margaret Sarrasin, Founder, MJ's Fine Foods. "The new packaging features bold, eye-catching colors and greater durability to protect the unique oval shape and crisp, light texture of our Santa Fe flatbreads."

The four new and improved flavors include Rosemary Sesame, Garlic Onion, Tomato Oregano and Chili Lime. Made from all-natural ingredients with no preservatives, Santa Fe Flatbreads are meeting consumer lifestyle demands for easy-going entertaining, quick and delicious snacks, and a nutritious accompaniment to every meal.

MJ's Fine Foods is now a leader in the North American flatbread market, building their success on a differentiated product, dedication to quality and freshness. MJ's Fine Foods flatbread products are available at over 3500 retail outlets, including specialty and mainstream grocery chains across Canada and the United States. Under our two brand names, Margaret's Artisan Flatbread and Santa Fe Flatbread Co, all of MJ's products are sold from a specially designed freestanding display unit in the bakery, deli or grocery section.

For more information about Santa Fe Flatbread Co., contact Kairen Wu at 1-877-240-5384.