

FOR IMMEDIATE RELEASE

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**b.sweets™ Chocolates, Created by Two Pairs of Sisters,
Announce Alliance with The Breast Cancer Research Foundation**

June 2004 (New York, NY) -- During Breast Cancer Awareness Month, October 2004, b.sweets, an all-American chocolate company created for women by two pairs of sisters will donate a portion of the proceeds of all retail and www.bsweets.com sales of the *Chocolate Rx™* collection to The Breast Cancer Research Foundation (BCRF). BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide. At least 85 cents of each dollar donated to BCRF goes directly to breast cancer research and awareness programs (www.bcrfcure.org 1.866.FIND.A.CURE).

Erica, Shelly, Bree and Lindsay Bashour, all cousins, created b.sweets after watching their parents run the family's third generation candy business. The modern-day twist? All b.sweets chocolate collections are designed with women in mind by communicating a spirited, thought provoking message. The original is *Chocolate Rx: any self-diagnosed problem can be treated the right way: sweetly!* Women of all ages appreciate the words of wisdom when only self-indulgence will do.

"We are honored and excited to be working with The Breast Cancer Research Foundation. Breast cancer is a disease that runs in our family and a cause that we knew from the beginning we wanted to support through b.sweets. As four young women under the age of 33, it's very important to us that we help spread the word that with early detection, breast cancer is 85- to 90-percent curable and many lives can be saved. We hope our efforts will help the Foundation erase breast cancer for good," says Lindsay Bashour, b.sweets co-founder who also is a trained RN and Certified Nurse Midwife.

Further, as part of b.sweets' ongoing support for BCRF throughout the year, special limited-time promotions will be held with local specialty boutiques and online at www.bsweets.com.

b.sweets *Chocolate Rx* is packaged in a hip, stylish, girlie-girl way. Wrapped in cotton candy pink complemented by baby blue and chocolate brown candy stripes, the 12 oz. box has the therapeutic theme centered inside an oval with the b.sweets logo. Each *Chocolate Rx* package contains the following full-sized chocolate covered treats: **positively twisted** crispy salted pretzels™, **nutty moment** peanut butter crunch bars™, **crackin' up** classic grahams™ and **pillow talk** melt-in-your-mouth marshmallows™. b.sweets is available online at www.bsweets.com and local specialty stores. Suggested retail price: \$24.95.

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