

COMPANY NEWS AND PRESS RELEASES FROM OTHER SOURCES:

Sweet Success Completes Successful Trial Production Run of Hypoallergenic, All Natural Functional Shake for Consumer Market

Chocolate Immunity Infusion: A Healthy Shake with No Hidden Harmful Ingredients

SAN ANTONIO, Feb 28, 2006 (PRIMEZONE via COMTEX) -- Sweet Success Enterprises Inc. (Pink Sheets:SWTS) announced today the successful initial trial production of what the Company believes to be the first hypoallergenic functional shake called Chocolate Immunity Infusion(tm). After months of research and development led by world-renowned formulator and Sweet Success Board Member, Jon Barron, the product is believed to be the first all natural wellness shake that refrains from using the FDA cited protein allergens: dairy, soy, or egg. Loaded with nutrients, the final formulation is packed with immune boosters and all-natural low-glycemic sweeteners delivering a rich, chocolate taste.

Approximately 7 million people in the United States have food allergies, 30,000 of which require emergency room treatment. This growing problem prompted the FDA to require manufacturers to clearly identify potential problem ingredients on product labels as of January 1, 2006. It also helps the 30 to 50 million Americans who are lactose intolerant avoid hidden dairy ingredients in products such as the recently revealed use of dairy in fast food french fries.

"Almost all of the purported wellness beverages on the market are loaded with dairy by-products or soy, and flavored with high-glycemic sugars or artificial sweeteners that often lead to health problems such as obesity, cancer, birth defects, heart disease, diabetes and other chronic diseases," stated Jon Barron, product formulator and founder of The Baseline of Health Foundation. "We use the latest scientific discoveries in nutrition to combine both health and taste for a truly ground-breaking wellness product."

The immunity boost comes from vitamin C, beta glucans from sprouted barley and a Chinese herb called Astragalus. Extensive scientific study that began in the 1970s strongly indicates that Astragalus may play a role in helping the immune system fight bacteria, viruses, and inflammation, protect the liver and normalize body functions. Astragalus also contains flavonoids, polysaccharides, amino acids, and trace minerals.

The base of Chocolate Immunity Infusion uses 80+% useable protein from hypoallergenic pea protein, and inulin for its fiber and ability to promote beneficial bacteria in the intestinal tract. For taste, Chocolate Immunity Infusion has low-glycemic brown rice syrup and all natural bittersweet chocolate, which contains no dairy.

"The FDA's new label warnings clearly articulate that consumers want transparent health products. We recognized this market gap a year ago and invested top resources to meet consumer demand," stated Bill Gallagher, chairman and CEO of Sweet Success Enterprises Inc. "Through painstaking research, we carefully selected each and every ingredient to create a product that is healthy, portable and appetizing. As other companies scramble to change their recipes, we are ready to deliver an honest, affordable, convenient, functional shake for all families to enjoy."

Chocolate Immunity Infusion is a shelf-stable, single-serve bottle that will be sold for \$1.99. First commercial production is scheduled for mid-April and shipments will commence in late April.

Due to its rare mix of healthy ingredients, Sweet Success's Chocolate Immunity Infusion is poised to lead the functional beverage segment - a market on track to account for 85% of incremental beverage sales growth by 2008, according to New York based Beverage Marketing Corp. An IFIC study in 2005 explained this massive growth, finding that 69% of consumers believe nutrition plays a central role in maintaining/improving health and 83% are favorable to functional foods.

"For almost 40 years, I have researched the harmful effects of most food and beverage products on the market which I outline in Lessons from the Miracle Doctors," Barron said. "I am excited to work with Sweet Success and help them deliver a convenient, good tasting shake that does not compromise our health."

About Jon Barron and Baseline of Health Foundation

Founder and Director of the Baseline of Health Foundation, Mr. Barron has led most of the pioneering work in the study of nutrition and anti-aging for the last 40 years. He is editor and publisher of the Baseline of Health Newsletter and the Barron Report, which are both read by thousands of doctors, health experts, and nutrition consumers in over 100 countries. His acclaimed health book, Lessons from the Miracle Doctors, is currently found in several thousand medical school and public libraries across the nation and carries a 5-star rating on Amazon.com. Leading product designer for many nutritional products sold globally, Jon Barron is the President of International Health Resources and Baseline Nutritionals. He currently serves on the board of Sweet Success Inc. and on the Medical Advisory Board of the prestigious Health Sciences Institute. For more information, visit <http://www.jonbarron.org>.

About Sweet Success

San Antonio-based Sweet Success Enterprises Inc. acquired the Sweet Success brand in 2002, including all formulas, copyrights, trademarks, records and research. The Company is taking the trusted brand Sweet Success, known for health and wellness, and building it into a Company driven to deliver advanced nutrition beverages custom crafted to meet the evolving needs of Americans today. The Company has launched a product line to tap into the rapidly growing demand for convenient and nutritious beverages. Its advanced nutrition shakes are now available in approximately 90 stores, including 34 new grocery accounts in the mid-west. They contain state-of-the-art ingredients like Aktivated Barley (tm) for endurance, ground flax to provide omega-3 fatty acids for heart health, and guarana for a natural energy boost. Additional 100% natural nutritional beverages will be introduced over the next few months.

Forward Looking Statements

The Private Securities Litigation Reform Act of 1995 (the "Act") provides a safe harbor for forward-looking statements made by the Company or on its behalf. All statements which address actual results could differ materially from those expressed or implied in forward-looking statements. Important factors that could cause the actual results of operations or financial condition of the Company to differ include, but are not necessarily limited to, the Company's operating performance, events, or developments that the Company expects or anticipates may occur in the future are forward-looking statements. These statements are made on the basis of management's views and assumptions. As a result, there can be no assurance that management's expectations will necessarily come to pass. Management cautions that the ability to attract clients and generate

business; a decline in the Company's financial ratings; the competitive environment; the Company's ability to raise sufficient capital to meet the collateral requirements associated with its current business and to fund the Company's continuing operations; and changes in market conditions.

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