

FOR IMMEDIATE RELEASE

TBL Capital Invests \$750,000 in Series A Equity Round in Laloo's, North America's Fastest Growing Goat's Milk Frozen Dessert Company

*Mission-Aligned Fund TBL Capital Invests Only
in Socially Responsible Companies*

Sausalito, CA and Petaluma, CA – May 15, 2008 – TBL Capital announced today that it has invested \$750,000 in a Series A equity financing round in Laloo's, Inc., the nation's leading goat's milk frozen dessert company. The financing provides growth capital to expand the Company's presence in existing and new markets, and develop new goat's milk products for introduction in the coming months.

Laloo's is the first nationally distributed goat's milk ice cream company in the U.S. and is developing a brand platform to launch premium, artisan, and healthy functional food products. Laloo's initial focus is frozen desserts including ice cream and frozen yogurt, with several offerings in the product development pipeline.

"Laloo's has created a bevy of delicious goat's milk ice creams and frozen yogurts", said Mark Finser, General Partner of TBL Capital. "The products are unique, delicious and offer a healthy, low fat alternative to cow's milk ice cream, which is great news for the 93% of U.S. households that consume ice cream. Even the nearly 50 million Americans who suffer from some degree of lactose intolerance can enjoy Laloo's."

"We're thrilled to have a partner like TBL Capital," said Laura Howard, Founder & CEO of Laloo's. "TBL Capital shares our vision of a healthier, more sustainable planet, and they appreciate great tasting, epicurean ice cream! TBL Capital is the only fund I'm aware of that doesn't require us to sell our company in a pre-defined timeframe. If we do consider partnering with a strategic buyer one day, we know that TBL Capital will play a vital role in supporting our efforts to find a partner that will not only admire our business model, but embrace our social mission."

The U.S. ice cream and frozen dessert markets are \$4.4 billion and \$28 billion, respectively. With 50 million Americans suffering, to varying degrees of severity, lactose intolerance and 127 million more U.S. citizens overweight, demand for healthy food choices will continue to grow: goat's milk products are well positioned to attract health conscious consumers because of goat milk's legitimate benefits. Many consider goat's milk to be a "perfect food". The chemical structure of goat's milk makes it a functional food with more vitamins, calcium, and minerals than cow's milk. It is a complete protein

containing all the essential amino acids without the heavy fat content and catarrh producing materials of cow's milk.

TBL Capital invests in socially responsible companies that can demonstrate significant social and economic returns. "Laloo's is helping small goat farmers by creating delicious, healthy and sustainable goat's milk products that are humane certified, carbon neutral and GMO free," said Joe Marshall, Principal at TBL Capital. "We're also inspired by Laloo's creation of Waterkeeper International's Clean Farm - Clean Water program. Laloo's revenues have doubled year over year since the company's inception, and we expect that to accelerate with this investment." TBL Capital is led by Mark Finser, who also serves as Board Chair of RSF Social Finance.

About Laloo's (www.goatmilkicecream.com)

Laloo's founder Laura Howard – a former Hollywood producer turned yoga instructor, goat herder, new mother and Chief Flavor Officer -- started making ice cream from goat's milk in 2004. She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California. Laloo's mission is helping small farmers create a delicious, healthy and sustainable product. Since its founding in 2004, Laloo's has doubled sales revenues annually while launching a healthy new alternative premium ice cream brand.

About TBL Capital (www.tblcapital.com)

TBL Capital has developed an intentional, patient capital venture fund that focuses on the needs of the entrepreneur with a balanced emphasis on people, planet and profits. With \$50 million under management, the firm invests in entrepreneurs who are committed to building companies with strong triple bottom line returns. We provide growth capital to help companies succeed and support entrepreneurs as they manage the many opportunities and demands of a growing business. Launched in the fall of 2007, TBL Capital focuses on a targeted range of socially beneficial sectors: consumer products, service providers, software, clean technology, green building, health and wellness, and retail.

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