



EVERYONE IN NYC NEEDS A LITTLE TLC™!

September 11, 2008, New York, New York –Summer just got way cooler! This week, The Lite Choice Company, Inc., will be kicking off its grand opening of TLC, “The Lite Choice™”, the newest all-natural choice in dairy soft serve at six locations in Manhattan. TLC’s customers will discover an array of certified Organic flavors enhancing this all-natural dairy soft serve and more than 36 all-time favorites. On opening day – Friday, September 12, 2008 – New Yorkers will get some TLC in the form of a “FREE” soft serve cup or cone.

At TLC, customers will indulge in new, decadent, low-fat, lower-calorie, kosher soft serve with signature flavors, including TLC’s “Original” (*with just a hint of Vanilla*), *Almond Butter* and *Dark Chocolate Truffle*. In addition to more than 18 other organic choices, including *Mandarin Orange*, *Passion Fruit* and *Kiwi*, customers can choose their favorite from TLC’s ‘Any Flavor, Any Time’ menu of more than 36 flavors that can be made within 60 seconds. All TLC stores will be making fresh-ground, all-natural, peanut butter and almond butter, hand-dipped bars, custom cakes, cookie sandwiches, health shakes and its “new” all-natural, low-fat, low-carb, low calorie, “Hot Chocolate”.

“Our company is committed to bringing New Yorkers a healthier soft serve that is both lite and rich in flavor,” said Ed Newmark, Chairman, The Lite Choice Company. “We are thrilled to be the first to offer certified Organic flavors that bring out the goodness of our all-natural dairy mix. We do not use corn syrup or artificial sweeteners. It just doesn’t get any better.”

To celebrate these new TLC locations, Ed Newmark and Ron Greenstein, co-owners of The Lite Choice Company and their families are inviting their neighbors and friends to escape the summer heat and cool off with some TLC.

Store Locations Include:

2540 Broadway (between 95th & 96th Streets)	212 316 4242
426 Amsterdam Avenue (between 80th & 81 Streets)	212 724 9600
146 W. 72nd Street (between Broadway & Columbus)	212 595 6867
84 7th Avenue (between 15th & 16th Streets)	212 627 0550
436 Avenue of the Americas (between 9 th & 10 th Streets)	212 995 1555
116 7th Avenue South (Sheridan Square)	212 929 7949

About The Lite Choice Company, Inc.

At TLC we begin with our very own, 100% All-Natural, "Original"(with just a hint of vanilla) and "Chocolate" soft-serve dairy mixes...Made from farm-fresh dairy and the finest natural ingredients, our naturally-delicious mix is low-fat, low-carb, lower calorie, kosher and does not contain corn syrup, artificial additives or preservatives. Natural flavors, certified Organic flavors, and other all-time favorite flavors* are blended into our mix to create your favorite flavor. One taste and you'll know, "You've made The Lite Choice.”

*see flavor menu for details.