

SIMPLY ORGANIC®

PRESS
RELEASE



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FOR IMMEDIATE RELEASE

Beauty and the Beef

Simply Organic and The Grass Fed Cattle Co. Reach Out to Local Like Minded Clientele

Minneapolis, MN (May 2010) – Simply Organic – the local maker of organic and plant-based beauty products has teamed up with **The Grass Fed Cattle Co.** - a cooperative of local farmers within 150 miles of the Twin Cities that specialize in raising 100% grass fed cattle. This unique marketing approach reflects the belief both companies share that supporting locally owned businesses is vitally important to building strong sustainable communities and entrepreneurship.

The goal of this strategic partnership is to co-market the progressive minded attitude toward healthy living, environmentalism, sustainability and balanced- life principals shared by both companies' local clientele. The two companies will use social networking, email marketing and value added incentives to co-market and reach the local community.

The young, energetic staffers at Simply Organic and The Grass Fed Cattle Co. believe and promote, that it is essential for you to make informed decisions about what goes on your skin hair as well as what goes in your mouth- without sacrificing your style, health or the environment. "Little changes in your day to day regimen have the greatest impact on both your health and the community around us. Supporting local businesses in our increasing homogenized world allows for family owned, mission driven companies to succeed," said Jeremiah Mostrom, President-Simply Organic. Owner Abby Andrusko of The Grass Fed Cattle Co. said, "It's an honor to partner with a like-minded local company that shares our passion for bringing high quality, environmentally friendly products to people in the Twin Cities."

Simply Organic

Simply Organic is a brand synonymous with safety, quality, and luxury. The Simply Organic collection includes a variety of shampoos and conditioners, intensive treatments, styling products, and accessories including candles and soaps. Today, Simply Organic products and services can be found worldwide in upscale salons and spas including select Ritz Carlton locations. For more information, visit www.SimplyOrganicBeauty.com, or call 1.866.512.4247.

The Grass Fed Cattle Co.

The Grass Fed Cattle Company is a cooperative of local farmers that specialize in raising 100% grass fed cattle, on free range, with no added hormones or antibiotics. The Grass Fed Cattle Co. serves the people of Minneapolis and St. Paul, MN by simplifying the process of buying high quality grass fed beef directly. They offer a variety of packages at great values compared to retail pricing. For more information visit www.grassfedcattleco.com, or call 612.581.7787.

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