



FOR IMMEDIATE RELEASE

Wise Company, Inc.: Ensuring Quality Every Step of the Way

Salt Lake City, Utah – July 16, 2012: Mountain House, a supplier of emergency and outdoor foods, issued a press release on July 12, 2012 targeting a single competitor: **Wise Company**. Why attack Wise Company when Mountain House has dozens of other competitors? Because Mountain House is now launching a new bucket and pouch line designed for emergency preparedness very similar to a product that has been a specialty of Wise Company since their inception.

Wise Company has experienced tremendous growth over the last few years with its emergency foods packaged in pouches capable of lasting up to 25 years. During this time, Mountain House has claimed that food pouches have no more than a 7-year shelf life. Now, in conjunction with the launch of its new product line, Mountain House has changed its story and claims that pouches can achieve a 25-year shelf life!

Wise Company takes great pride in providing high quality emergency food with a long-term shelf life. The Mountain House surprise attack relies on a lab study commissioned and presumably paid for by Mountain House. Notably, Wise Company's existing quality testing and data show oxygen levels in its products lower than those alleged by Mountain House.

Wise Company's raw materials and finished goods contain very low moisture levels. The extreme low moisture content contributes to product stability. Wise Company product is then packed in ultra-high barrier (UHB) packaging with a very low oxygen transmission rate as well as a very low water vapor transmission rate (WTR). Once sealed, Wise individual pouches are stored in durable plastic containers. These elements, along with proper storage and temperature, are essential to providing consumers with quality products capable of lasting up to 25 years.

"We take our obligations in this industry very seriously," said Brian Neville, president and CEO of Wise Company. "We have confidence in our food pouches standing the test of time."

About Wise Company, Inc.

Wise Company takes an innovative approach, providing dependable, simple and affordable ready-made freeze dried and dehydrated foods for emergency preparedness and outdoor use. Whether you are preparing your family for the future or planning your next outdoor adventure, Wise Company provides great tasting, nutritious entrees that are quick and easy. In short, Wise Company offers a dependable, simple and affordable choice for both your emergency food supply and outdoor needs. For more information on Wise Company and a complete list of products go to www.wisefoodstorage.com