



The NutraSweet Company

FOR IMMEDIATE RELEASE

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NutraSweet and Domino Form Alliance to Market Sweeteners

Retail launch set for the summer

Chicago, IL, May 21, 2007 -- The NutraSweet Company announced today that it has entered into an alliance with American Sugar Refining, Inc., owner of the Domino® brand of sugar products, to produce and distribute a line of new tabletop sweeteners in the US. The first product will be the re-launch of the widely recognized NutraSweet tabletop brand. Plans for its market introduction will be announced soon.

According to NutraSweet CEO Craig Petray, there is tremendous opportunity to leverage the NutraSweet brand in consumer markets throughout the world. "The NutraSweet brand name and its familiar 'swirl' symbol remain one of the most recognized and respected consumer brands in the world," Petray said.

"With the power of the NutraSweet brand name and the sweetener experience of Domino, we will be positioned to become a major player in the billion dollar retail sweetener business," Petray said.

The NutraSweet Company, headquartered in Chicago, produces and markets sweeteners in more than 100 countries. Its sweeteners are used in over 5,000 food and beverage products and are annually consumed by 250 million people worldwide. The company ignited the sweetener market in 1982 with the launch of NutraSweet. Because of its amazing sweet taste with zero calories, it helped to create a whole new generation of foods and beverages that are staples today for health-minded individuals.

Domino markets its products under the leading Domino® and C&H® sugar brands. It owns and operates sugar refineries in Yonkers, New York; Baltimore, Maryland; Chalmette, Louisiana; Crockett, California and Toronto, Canada. Domino is a leader in both the retail and foodservice distribution channels.

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