



PRESS RELEASE

For Immediate Release

Seattle Chocolate Company Donation to Athena Partners Kicks Off Initiative to Support Innovative Breast-Cancer Research Project

Profits from Survivor Chick chocolate sales benefit
Fred Hutchinson Cancer Research Center

June 4, 2007 - Seattle, WA - Today, Seattle Chocolate Company® awarded its first generous donation from the sales of its Survivor Chick™ chocolate to support the fight against breast cancer. The \$8,400 donation will go to the non-profit organization Athena Partners®, dedicated to advancing women's cancer research. In turn, Athena Partners granted the proceeds to kick off support for the Breast Specimen Repository and Registry (BSRR), a resource that enables innovative research at Fred Hutchinson Cancer Research Center. The donation marks an alliance between two Seattle women entrepreneurs passionately committed to finding a cure for breast cancer.

"Survivor Chick," one of four flavors of the Seattle Chocolate Company's Chick Chocolate® brand, was specially created to support the cause by donating 100 percent of its profits to innovative research. Featuring white chocolate and raspberries wrapped in dark chocolate, and packaged as three pieces in a stylish box, Survivor Chick gives consumers a way to easily contribute to the cause.

"Survivor Chick is our way of giving back," explains Jean Thompson, CEO and "Chief Chick" of Seattle Chocolates. "Everyone is touched by breast cancer and I wanted to offer a product to help in the fight."

Seattle-based Athena Partners was founded by breast-cancer survivor Trish May, whose mission is to raise funds and awareness to help make real progress in women's cancer research. Aligning with Athena Partners was a reunion for Thompson, who previously worked with May at Microsoft in the late 1980's.

"Trish is truly an example of how a survivor can thrive," Thompson said. "Trish's personal story is so inspiring, and the work that Athena does is crucial. Trish is educated and involved in what is going on in research, and that education makes us confident that the money we donate will go to vital and important research."

Chick Chocolates®

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Together, the two companies plan to donate future proceeds toward the BSRR, which was created to collect and maintain women's tissue and blood specimens and patient data. This information allows scientists to investigate new ideas that can result in lifesaving breakthroughs. BSRR also enables patients and volunteers to play an active role in advancing research through the specimens and information they provide. The donation will support the expansion of the repository, which will enable more research to be conducted more quickly.

"We are pleased to join together with the Seattle Chocolate Company to kick off our support for the Hutchinson Center's BSRR research initiative," May said. "Seattle Chocolate Company's generous and innovative approach to raising funds for the cause enables each of us to make a difference while also indulging in some wonderful chocolate; what a delicious thought!"

About Seattle Chocolate Company

Seattle Chocolate Company manufactures premium, 100 percent all natural truffles, truffle bars, dessert shells and chocolates under the Seattle Chocolates and Chick Chocolates brands. These product lines are available in fine specialty stores and select retailers nationwide as well as online. For more information, call 1.800.334.3600 or visit the Web sites at www.chickchocolates.com or www.seattlechocolates.com.

About Athena Partners

Athena Partners[®], a 501(c)(3) not-for-profit corporation, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A Full 100 percent of the net profits from the sales of Athena bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafes and other locations. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.

About Fred Hutchinson Cancer Research Center

Fred Hutchinson Cancer Research Center's interdisciplinary teams of world-renowned scientists and humanitarians work together to prevent, diagnose and treat cancer, HIV/AIDS and other diseases. The Center's researchers, including three Nobel laureates, bring a relentless pursuit and passion for health, knowledge and hope to their work and to the world. For more information, please visit www.fhcrc.org.

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Digital pictures are available upon request.

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