

April 2006

For Immediate Release



Sunny Queen Farms

*Cracking the secret to a perfect egg
will put a smile on your face*

Sunny Queen has cracked the secret to the perfect egg and put some fun into cooking with their cheeky, smiley-faced eggs.

Let's face it, some eggs just aren't what they're cracked up to be. That's why Sunny Queen is introducing new Natural Grain Eggs, a delicious range of fresh farm eggs, laid by healthy hens fed a nutritious diet of Australian grown, sun ripened natural grains and plant nutrients such as wheat, barley and legumes, that is 100% free of animal proteins.

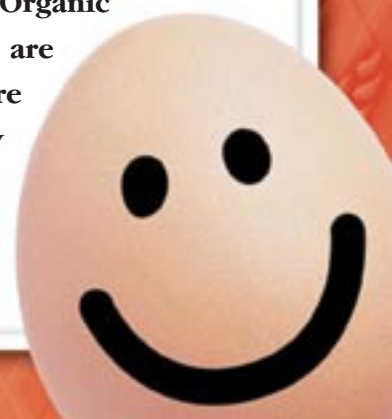
This mix is specially developed to provide the hens with all the goodness and nourishment they need to produce 100 per cent healthy, Natural Grain eggs.

So now, wholegrain toast has its own egg!

In an industry first, Sunny Queen Eggs are stamped with a happy smile, and no wonder; all Sunny Queen eggs are also free of hormones, antibiotics and preservatives. Kids will love gobbling up their smiley Sunny Queen Eggs. Super fun and super nutritious, Sunny Queen eggs will keep kids happy and healthy!

Sunny Queen Natural Grain Eggs are available at all Coles stores, and most Woolworths stores, making them the only National egg brand in Australia, and at under \$4 a dozen, even the price will make you smile!

Deliciously fresh Sunny Queen eggs are now also widely available in Organic Free Range. Accredited by Australian Certified Organic, the largest Organic certification body in Australia, their fresh Organic Free Range eggs are laid by free range hens on certified Organic Free Range farms, where they are fed exclusively on certified organic mix and range freely over natural organic pastures. Look for them in all Coles stores.





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All of Sunny Queen's farms are independently audited on a regular basis to ensure the highest quality standards are maintained at all times, so whatever Sunny Queen eggs you choose, you can smile, knowing you are enjoying the finest quality farm eggs that are 100% healthy.

And healthy eggs means healthy bodies. Eggs are the highest source of protein of all food sources, with one serving (two eggs) providing a quarter of the daily recommended dietary intake for protein.

All Sunny Queen eggs are packed with 13 essential vitamins and minerals, including vitamin A, D, E, B6, B12, folate, iron zinc, riboflavin and choline. A combination that provides sustained energy for the whole day.

Sunny Queen is also 100 per cent owned by Australian farmers - and proud of it. So next time you crack a Sunny Queen egg you'll crack a Sunny Queen smile too.

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