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Sugar Bowl Bakery™ Launches New Brand Identity

SAN FRANCISCO, CA – November 2, 2006 – Sugar Bowl Bakery, an award winning retail and wholesale bakery, today unveiled its new corporate brand identity which includes a new logo, tagline, packaging system, and website. The new branding system marks a milestone for the company and optimally positions it for future growth.

“For the last several months, we have collaborated with a world-class design firm to leverage the strengths of our old brand to evolve it into one that is even better,” said Andrew Ly, President/CEO of Sugar Bowl Bakery. “Our new branding system is simple but impactful. It unifies the look and feel of all of our products and represents our brand promise, to consistently deliver premium quality baked goods to every one of our customers.”

Sugar Bowl Bakery released the new brand with all of its employees today and is moving towards changing all of its marketing collateral to represent it. The company is planning to launch a new advertising campaign that will include its new tagline “Every Bite is Just Right” by 2007. This tagline is designed to communicate Sugar Bowl Bakery’s promise to deliver delicious desserts, whether in the form of a Petite Brownie Bite, a gourmet cake, or any one of its three hundred products.

Said Ly, “We intend to grow the value of our brand by continually providing top quality products and service to our customers. Our new identity is the first step in our on-going process to build trust with our customers and to better strengthen our position in the baking industry.

About Sugar Bowl Bakery™

In 1984, five immigrant brothers pooled their savings together to open the first Sugar Bowl Bakery™, a small neighborhood coffee shop in San Francisco, California. Sugar Bowl Bakery™ has since become a leader in developing quality baked goods and is now one of the largest bakeries that is family/minority owned and operated in Northern California. The award-winning bakery offers a complete line of high-quality baked goods delivered to various food service institutions, supermarket chains, coffee shops, and warehouse clubs.

In 1993, Ly Brothers Corporation was formed to parent Sugar Bowl Bakery, American Bakery, Sugar Bowl International, Maxwell Dried Foods, Gordon Ly, Nature 101, and Rising Stars Sales & Marketing. The Corporation actively seeks out optimal business opportunities and alliances to enhance its growth.

For more information on the company, please visit www.sugarbowlbakery.com.

