

South Pacific Trading Company and Simply Coconut Merges in Historic Partnership

Nationally-renowned coconut expert Dr. Bruce Fife, Simply Coconut and South Pacific Trading Company to bring health benefits of coconut to a worldwide audience

SAN FRANCISCO, CA, August 13, 2007 -- South Pacific Trading Company, makers of Coconut Pacific, have partnered with Simply Coconut, nationally-renowned expert Bruce Fife, ND, CN, and the Aloha Nu product line, in a joint effort to educate people on the health benefits of coconut. Dr. Fife will travel, teach and herald the unique, life-giving benefits of coconut while the South Pacific Trading Company team will focus on manufacturing, distribution and customer care.

"It's simply a match made in heaven!" says Susan Ballantyne, Director of Operations at South Pacific Trading Company (SPTC). "Simply Coconut is a fantastic company and Dr. Fife is one of the world's leading experts on the health benefits of coconut. With Dr. Fife's expertise and passion and SPTC's reputation for excellence and customer service, we will bring those health benefits to millions around the world."

Tropics Best, sold by Simply Coconut is the same supreme oil that is sold under the Coconut Pacific label and comes from the same supplier therefore will be absorbed under the Coconut Pacific label. Customers now have access to a large variety of sizes, flavors and packaging to suit all lifestyles. All Organic and Kosher Certifications and Good Manufacturing Processes will be maintained.

"There is vast, peer-reviewed scientific data conclusively showing the deep and broad health benefits of coconut," says Dr. Fife. "However, there are some dangerous, baseless myths circulating about coconut and coconut oil. Coconut oil is fabulous for the human body, inside and out. I am delighted to be working with a company of manifest integrity like South Pacific Trading Company to bring the truths about coconut to a wide audience hungry for better health."

About South Pacific Trading Company

Simply Coconut products include: Aloha Nu coconut oil, flour, water, fiber, non-stick baking oil and shredded coconut. South Pacific Trading Company products include Coconut Pacific, Noni Pacific and the Noni Pacific Cleanse line. SPTC's tagline is: "Life is Short. Drink it In." To learn more, and to review the scientific research and information on an array of health and coconut products, visit SPTC's website at www.nonipacific.com. In addition to Dr. Fife's books and South Pacific Trading Company's "Live the Life" principles, visitors will receive cutting edge nutritional and fitness information in various formats, including podcasts, magazine articles, weekly exercise and diet tips along with

healthy recipes.

About Dr. Bruce Fife, ND, CN

Bruce Fife, C.N., N.D., is an author, speaker, certified nutritionist, and naturopathic physician. He has written 20 books including *Coconut Cures*, *The Coconut Oil Miracle* and *Eat Fat, Look Thin*. He is the publisher and editor of the Healthy Ways Newsletter. He serves as the president of the Coconut Research Center (www.coconutresearchcenter.org), a non-profit organization whose purpose is to educate the public about the health and nutritional aspects of coconut.

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