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SUSTAINABLE TABLE, WWW.SUSTAINABLETABLE.ORG, RE-LAUNCHES HIGH DEMAND WEBSITE

Redesigned site celebrates sustainable food movement through enhanced educational tools, award-winning advocacy films

NEW YORK – Nov. 14, 2006 – Sustainable Table, a leading resource designed to celebrate the sustainable food movement, today unveiled a major re-launch of its website, www.sustainabletable.org, offering enhanced navigation of the site, making it easy to get involved and keep up-to-date with the latest sustainability news, resources, educational tools and award-winning advocacy films.

New to the website is:

- An updated and expanded Issues section, highlighting easy-to-understand information about industrial and sustainable agriculture
- A new Get Involved section, making it simple for everyone to find out how to make their lives and communities more sustainable
- A growing focus on personal stories. Through the blog, forum, features and new Stories section, the updated Sustainable Table site will focus on the people behind the sustainable movement, as well as the consumers involved in it.

Sustainable Table now offers *The Meatrix* and *The Meatrix II: Revolting*, the site's award-winning Flash animation films about the dangers of industrialized meat and dairy production, in a new digital format, downloadable to handheld media players, video phones and iPods, free of charge on its website. For more information, visit www.themeatrix.com.

The Eat Well Guide, Sustainable Table's free online directory of farms, stores, restaurants, and other outlets that offer sustainably raised meat, poultry, dairy, and egg products in the United States and Canada, has also been relaunched. In addition to providing consumers an easy-to-use tool to search by zip or postal code, product, growing method or region to find the nearest wholesome food, the Eat Well Guide, www.eatwellguide.org, now offers:

- More than 7,500 entries
- Consumer reviews of outlets in the Guide
- Expanded "My Notebook" functions where registered users can save their favorite listings and keep notes to refer to in the future.

(more)

www.themeatrix.com • www.sustainabletable.org • www.eatwellguide.org

In the U.S. alone, more than 55 million “green” consumers have emerged as a major force -- moving organic foods, yoga and hybrid cars into the mainstream -- and are constantly searching for ways to become more sustainable.

“People are eager to get involved and learn about the issues of sustainability,” said Diane Hatz, senior program director and founder of Sustainable Table. “Our new website uses the power of new technologies to create awareness, build community and celebrate the joy of healthy eating.”

About Sustainable Table:

Sustainable Table is a leading resource designed to celebrate the sustainable food movement, educate consumers on industrial farming and food-related issues, and build community through sustainable food. For more information, visit www.sustainabletable.org.

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