



Press Contact:
Michelle White, President
Michelle's Miracle Inc
5355 N. Manitou Trail, Leland MI 49654
231.256.2033
www.michellesmiracle.com

Ann McBrien Joins Michelle's Miracle Board

Former P&G Executive Brings Global Sales and Marketing Leadership to Rising Nutraceutical Star

Leland, Michigan – March 11, 2010 – Michelle's Miracle, Inc. the leading provider of tart cherry nutraceutical products announced today that Ann E. McBrien, former Vice President of CBD Global Healthcare at Procter and Gamble, was elected to the Michelle's Miracle board of directors.

"Ann is an outstanding sales executive and marketer and we look forward to benefitting from her insights and experience as a member of our board," said Michelle White, Founder and President of Michelle's Miracle. "Ann will be our Independent Director and adds global consumer packaged goods and nutraceutical industry expertise."

"Michelle's Miracle is at an exciting growth stage, and I am delighted to join the Michelle's Miracle team," said Ann McBrien. "I look forward to working closely with Michelle and the board to create further success at this rising nutraceutical company."

Ann McBrien is a veteran sales and marketing executive with more than 25 years experience, including 19 years at Procter and Gamble ("P&G") where she was the first female Vice President of Sales in P&G's history. At P&G, McBrien was known for forging strong relationships with international retailers, increasing global health care sales and developing global merchandising, pricing and promotional programs. Ms. McBrien later acquired the "OT" brand from P&G, and co-founded OT OverTime LLC to develop a line of hair and body products for boys under the "OT" brand name. The "OT" line for boys was sold nationwide by retailers, including Kroger Co. and Target. Currently, McBrien is a consultant to Tremor, a division of P&G. Tremor provides clients with word-of-mouth marketing programs and has relationships with 400,000 moms who share brand benefits with their friends. Ann McBrien has a BS in Finance from the University of Illinois at Urbana-Champaign. She also serves on the board of NXT Nutritionals Holdings Inc. (OTCBB:NXTH).



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Ann McBrien joins Michelle's Miracle Board members Jim Fisher, Executive Vice President, Fisher Properties; Lauren Flanagan, Managing Director of the Phenomenelle Angels Fund; Joe Hildebrandt, Managing Director of the Phenomenelle Angels Fund, and Michelle White, Founder and President.

Michelle's Miracle® nutraceutical products are branded as Michelle's Miracle Original Tart Montmorency Cherry Concentrate™ and Michelle's Miracle CheriMax® Tablets and are distributed nationwide through distributors such as Select Nutrition, Tree of Life and UNFI to stores including Whole Foods. Michelle's Miracle products are distributed in Canada by Immunotec. Michelle's Miracle Inc is backed by early stage and strategic investors including, Phenomenelle Angels Fund I, LP, State of Michigan Seed Fund, Fisher Properties, Inc, and Cherry Growers, Inc.

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Michelle's Miracle Inc is a privately held Delaware corporation based in Leland, Michigan, the tart cherry capital of North America. Michelle's Miracle manufactures and sells branded and private label tart cherry nutraceutical products to wholesale, retail and ecommerce customers around the world. Michelle's Miracle unique product characteristics include proprietary formulations, proprietary manufacturing processes, and exclusive long shelf-life packaging. For more information, please see the company website. www.michellesmiracle.com.