



Michelle White, President
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Michelle's Miracle Appoints Tim Rudolph VP Finance and Operations

Seasoned Financial and Operations Executive to Manage Rapid Growth of this Rising Nutraceutical Star

Leland, Michigan – March 17, 2010 – Michelle's Miracle, Inc. the leading provider of tart cherry nutraceutical products announced today that Timothy D. Rudolph, CPA was appointed Vice President Finance and Operations.

"Tim is a terrific addition to our management team," said Michelle White, Founder and President of Michelle's Miracle. "Having Tim take over the day-to-day operations of the company will allow me to focus on extending the Michelle's Miracle product line, and will free me up to spend more time stewarding the Michelle's Miracle brand.

"Michelle's Miracle is experiencing rapid growth due to its line of superior tart cherry nutraceutical products aimed at a large and rapidly growing market looking for natural solutions for their aches and pains" said Tim Rudolph. "I look forward to working closely with Michelle and the board to create success for all Michelle's Miracle stakeholders."

Tim Rudolph is a seasoned financial and operations executive with more than 18 years experience, including serving most recently as Chief Financial Officer at Core Energy LLC, an innovator in more sustainable oil production technologies, and the only company in Michigan performing Enhanced Oil Recovery while sequestering CO₂. Prior to his CFO tenure at Core Energy, Rudolph served as Chief Operating Officer at Emphasys Computer Solutions Inc, the leader in public real estate management, financial and compliance software and a wholly owned subsidiary of Constellation Software Inc (TX:CSU). Rudolph was a member of the Professional Services team at Plant Moran, LLP for 6 years where he supervised audits, preparation of financial statements and tax returns, and performed a variety of consulting projects for key clients. Tim Rudolph has a B.S. in Business Administration from Central Michigan University. He is active in community organizations and previously served on the Boards of the Char-Em United Way, and SEE-North, Inc.



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Michelle's Miracle® nutraceutical products are branded as Michelle's Miracle Original Tart Montmorency Cherry Concentrate™ and Michelle's Miracle CherriMax® Tablets and are distributed nationwide through distributors such as Select Nutrition, Tree of Life and UNFI to stores including Whole Foods. Michelle's Miracle nutraceutical 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.