



FOR IMMEDIATE RELEASE

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**Clif Bar & Company Expands Its Voluntary Nationwide Recall
Of CLIF® and LUNA® Branded Bars Containing Peanut Butter**

BERKELEY, Calif., January 30, 2009 – Clif Bar & Company today expanded its voluntary and precautionary recall of CLIF® and LUNA® branded bars because of concerns that the recalled bars contain peanut products that were manufactured by Peanut Corporation of America (PCA), which is the focus of an ongoing Salmonella investigation. Clif Bar took this action in response to PCA's recent expansion of its peanut product recall to include all peanut products produced in PCA's Blakely, Georgia plant since January 1, 2007.

The following Clif Bar & Company products, with "Best By/Sell By" dates on each bar ranging as shown below, all sizes and packages, are included in the initial and expanded voluntary recall:

CLIF BAR Crunchy Peanut Butter
BEST BY or SELL BY: 09OCT08 to 31DEC09

CLIF BAR Chocolate Chip Peanut Crunch
BEST BY or SELL BY: 09OCT08 to 31DEC09

CLIF BAR Peanut Toffee Buzz®
BEST BY or SELL BY: 09OCT08 to 31DEC09

CLIF Builder's® Peanut Butter
SELL BY: 20SEP08 to 31DEC09

CLIF Kid Organic ZBar™ Peanut Butter
BEST BY: 21OCT08 to 31DEC09

LUNA Nutz Over Chocolate®
BEST BY: 28OCT08 to 31DEC09

LUNA® Peanut Butter Cookie
BEST BY: 28OCT08 to 31DEC09

All MOJO® and MOJO® Dipped bars
BEST BY: 01SEP07 to 31OCT09

The recalled products were sold in all types of retail stores throughout the United States. No other CLIF® or LUNA® products or flavors are included in this recall.

At this time, none of the recalled products has tested positive for Salmonella.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on Salmonella, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/> or call **800-CDC-INFO (800-232-4636)**.

Consumers who have purchased the recalled products are urged to destroy them but retain the “Best By/Sell By” code found on the back of the package. Consumers with questions or who would like a refund may contact Clif Bar & Company at 1-888-847-2770. Details also can be found at www.clifbar.com.

About Clif Bar & Company

Clif Bar & Company (www.clifbar.com) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women®. Focused on great food and sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.

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