



OUR 5 ASPIRATIONS

MILESTONES AND TIMELINES

BUSINESS	BRAND	COMMUNITY	PEOPLE	PLANET
<p>1986 Gary founds KALI'S SWEETS & SAVORIES – the predecessor to Clif Bar & Company.</p> <p>1990 THE EPIPHANY: During a one-day 175 mile ride, Gary—exhausted and hungry—realizes he can't choke down another unappetizing energy bar. The idea for a better tasting energy bar is born!</p> <p>1992 CLIF BAR hits the shelves at hundreds of bike shops and natural food stores across the United States – 1 million bars are sold by year's end.</p> <p>1993 Company makes its first \$1 MILLION in sales.</p> <p>1994 Gary and Kit get married. Gary moves out of a garage and into an RV with Kit and their three kids.</p> <p>1996 CLIF BAR distribution expands to CANADA.</p> <p>2004 Gary's book, RAISING THE BAR, is published.</p> <p>2004 CLIF FAMILY WINERY is established.</p> <p>2007 CLIF BAR distribution expands to the UNITED KINGDOM.</p> <p>2008 Clif Bar & Company is named OUTSIDE MAGAZINE'S #1 BEST PLACE TO WORK among mid-sized companies in the outdoor industry.</p> <p>2010 Clif Bar & Company relocates to Emeryville, CA. New HQ is renovated in accordance with LEED GOLD-LEVEL CERTIFICATION STANDARDS.</p>	<p>1992 CLIF® BAR, Nutrition for Sustained Energy® becomes the first entirely natural energy bar on the market.</p> <p>1997 CLIF SHOT® Clean + Natural Performance™</p> <p>1999 LUNA® The Whole Nutrition Bar for Women®</p> <p>2002 CLIF MOJO® Sweet & Salty Trail Mix Bar</p> <p>2004 CLIF BUILDER'S® The Entirely Natural Protein Bar®</p> <p>2004 CLIF KID ORGANIC ZBAR® Whole Grain Energy Bar</p> <p>2006 CLIF SHOT BLOKS® Electrolyte Chews</p> <p>2006 CLIF SHOT® ELECTROLYTE, the first sports drink made with organic ingredients</p> <p>2007 CLIF KID ORGANIC TWISTED FRUIT® Real Fruit Rope</p> <p>2008 CLIF SHOT ROKS,™ protein bites</p> <p>2009 LUNA® PROTEIN, the first high protein bar for women</p> <p>2009 CLIF® C, the all-natural fruit and nut bar</p> <p>2010 CLIF® CRUNCH, all-natural granola bar</p>	<p>2001 LUNAFEST® a national traveling film festival of short films by...for...about women® and a fundraiser for the Breast Cancer Fund debuts in Berkeley, California.</p> <p>2001 PROJECT 2080, Making Community Service Part of the Workday,™ is launched.</p> <p>2006 Kit and Gary establish the CLIF BAR FAMILY FOUNDATION to support grassroots organizations.</p> <p>2007 LUNA's ongoing financial support to the BREAST CANCER FUND tops \$1.5 million.</p> <p>2008 Clif Bar & Company and five other companies send a total of 27 volunteers to New Orleans to help residents rebuild their communities. IN GOOD COMPANY begins!</p> <p>2009 Clif Bar & Company in concert with the Clif Bar Family Foundation DONATES OVER \$3,000,000 IN CASH AND PRODUCT to organizations and communities in need.</p> <p>2009 Project 2080's total EMPLOYEE VOLUNTEER HOURS TOP 30,000 over the program's eight year lifespan.</p> <p>2010 In honor of the 40TH ANNIVERSARY OF EARTH DAY, Clif Bar & Company employees contribute 246 volunteer hours of community service to grassroots environmental organizations during the month of April.</p>	<p>1997 An on-site FITNESS CENTER is built featuring personal training and fitness classes for employees.</p> <p>1999 The Thursday Company-wide MEETING AND BREAKFAST tradition begins.</p> <p>2000 Clif Bar & Company offers employees CONCIERGE SERVICES including onsite haircuts, car detailing, laundry service and meal delivery.</p> <p>2002 The FIVE ASPIRATIONS are established.</p> <p>2005 CLIFFORD, Gary's dad and the namesake of Clif Bar, turns 80!</p> <p>2006 AL CORE visits headquarters and helps the company launch the COOL COMMUTE PROGRAM, the country's first employee biodiesel and hybrid incentive program.</p> <p>2008 Clif Bar & Company launches the COOL HOME PROGRAM, providing employees with up to \$1000 annually to make eco-improvements to their homes.</p> <p>2010 Clif Bar & Company debuts ONSITE CHILDCARE for employees.</p>	<p>2001 Clif Bar & Company hires a full-time ecologist and develops an in-house SUSTAINABILITY PROGRAM.</p> <p>2001 Shrink wrap is eliminated from secondary packaging – preventing 90,000 pounds of plastic from entering landfills each year.</p> <p>2003 CLIF BAR goes ORGANIC. In 2009, the Company purchased over 32 million pounds of organic ingredients.</p> <p>2003 Company becomes CLIMATE NEUTRAL by reducing energy use and investing in wind energy with <i>NativeEnergy</i>.</p> <p>2003 Company-wide COMPOSTING begins.</p> <p>2004 The NATURAL ENERGY TOUR® is launched – becoming the nation's first climate neutral mobile marketing tour.</p> <p>2006 Company vehicles begin filling up with BIODIESEL.</p> <p>2007 Clif Bar & Company offsets its carbon footprint from 1992 to 2002 by providing the hurdle funding needed to build six farmer-owned wind turbines in the Midwest.</p> <p>2009 Clif Bar & Company joins BICEP, a coalition of businesses and members of Congress working together to pass meaningful energy and climate change legislation.</p> <p>2010 2010 Clif Bar Family Foundation commits \$500,000 TO ORGANIC SEED RESEARCH AND PRESERVATION.</p>