



## Honors and Awards

### *Highlights*

#### **Clif Bar & Co.**

- The *San Francisco Bay Guardian* selected Clif Bar & Co. for the Die-Hard Independent Award as the best small business to stay independent, recognizing the company's progressive principles and values (2007).
- *Bike* magazine selected Clif Bar & Co. for The Granola Award, as part of its inaugural Greenie Awards, in recognition of the company's sustainability initiatives (2007).
- *The San Francisco Business Times* selected Clif Bar & Co. for its Beyond the Check award recognizing the company's innovative volunteer efforts (2006).
- The Outdoor Industry Association presented Gary Erickson with its inaugural Innovator award for significant contributions toward the continued innovation and growth of the outdoor industry (2006).
- The California Climate Action Registry presented Clif Bar & Co. with the Climate Action Champion award for demonstrating exemplary leadership in addressing climate change in California (2005).
- *Hooked on the Outdoors* magazine selected Gary Erickson as 2004 Outdoor Person of the Year for his sustainable business model and his commitment to healthy, great-tasting foods (2004).
- California Governor Arnold Schwarzenegger named Clif Bar & Co. a recipient of the Governor's Environmental and Economic Leadership Awards—the state's highest and most prestigious environmental honor (2004).
- The U.S. Environmental Protection Agency (EPA) selected Clif Bar & Co. as the Green Power Partner of the Year—the agency's highest honor for purchasers of electricity from renewable resources (2004).
- *The Business Ethics Corporate Social Responsibility Report* honored Clif Bar & Co. General Excellence in Business Ethics recognizing the company's continued commitment to corporate environmental and social responsibility (2004).
- The Alameda County Green Business Program certified Clif Bar & Co. as a Green Business for the company's ongoing commitment to environmental excellence (2004).
- *Reader's Digest* named Clif Bar & Co. the Best Mom & Pop (2004).
- Global Green USA and Green Cross International honored Gary Erickson with the Green Cross Millennium Award for Corporate Environmental Leadership (2004).
- *Fortune Small Business Magazine* named Gary Erickson one of the best bosses in America (2003).
- *Health* magazine selected Clif Bar & Co. as the Healthiest Workplace for Women in America (2003).
- The *San Francisco Business Times* ranked Clif Bar & Co. as one of the fastest-growing private companies in the San Francisco Bay Area (2000-2002).

- The Breast Cancer Fund's Heroes Tribute Dinner honored CEO Gary Erickson for Clif Bar & Co.'s contribution to raising breast cancer awareness (2002).
- *Inc.* magazine named Clif Bar & Co. one of the nation's fastest-growing private companies for four consecutive years (1997-2000).

### **CLIF® BAR.**

- The non-profit Center for Resource Solutions presented CLIF BAR with the 2007 Green Power Leadership Award, recognizing its support of the SkiGreen program that helps skiers and ski resorts offset their carbon emissions. (2007).
- *Fitness* magazine selected CLIF BAR Oatmeal Raisin Walnut as the "The Best Energy Bar" in its 2007 Health Food Awards (2007).
- *Backpacker* magazine readers selected CLIF BAR as one of the "Top 3 Trail Snacks" (2005).
- Readers of *Competitor* magazine chose CLIF BAR as one of the "Top 3 Energy Bars" (2005).
- *Climbing* Magazine named CLIF BAR as the Editor's Choice for energy bar and CLIF SHOT as the Editor's Choice for energy gel (2004).
- *Men's Health* magazine selected CLIF BAR Chocolate Almond Fudge as "The Best Energy Bar" (2004).
- *Bicycling* magazine selected CLIF BAR as "The Best Energy Bar" (2004, 2002).
- In its 25<sup>th</sup> Anniversary issue, *Outside* magazine honored CLIF BAR Cookies n' Cream as one of the "Best Things for the Good Life," noting that when it comes to nutrition, "real food rules" (2001).

### **LUNA®**

- *VegNews* magazine readers selected LUNA as "The Favorite Energy Bar" (2005, 2004, 2003).
- Moms across America selected LUNA as the best on-the-go snack for moms in *Parenting* magazine's "Mom Tested" issue (2004).
- LUNA was recognized as one of the "Five Brands We Love" in *Fast Company* magazine (2004).
- *Redbook* magazine named LUNA's LemonZest flavor "The Best Energy Snack" (2004).
- *Health* magazine named LUNA's Peanut Butter 'N Jelly flavor as one of the Top 10 New Foods for 2002 based on innovation, taste and nutrition (2003).
- *Glamour* magazine readers selected LUNA for a Glammy Award in the vitamin and nutrition category. The annual awards honor the best product launches in beauty and health care (2002).

### **CLIF SHOT®**

- *Health* magazine awarded CLIF SHOT BLOKS™ as the "Best of Fitness 2006" in the gel category. The Fitness Awards honor the year's best in nutrition, clothes, gear and gadgets (2006).

**CLIF Nectar®**

- *Health* magazine named CLIF Nectar™ as the best bar in its 2007 Best of Fitness Awards (2007).

**CLIF Builder's®**

- People for the Ethical Treatment of Animals (PETA) recognized Builder's Bar as the 2005 Best New Energy Bar Progy Award for exceptional, animal-friendly achievement (2005).