

MERISANT COMPANY ANNOUNCES SECOND QUARTER 2005 EARNINGS CALL

August 12, 2005: Merisant Co. announces today that the Company will hold an Earning's Call on Thursday, August 18 at 2:00p.m. (CST) to discuss the results of operations for the period ended June 30, 2005.

The call in numbers are: Domestic: 1-866-200-5830, International: 1-732-694-1588, Code#: 913180#.

The call will be available for replay until Midnight, Thursday, August 25, 2005 by calling: Domestic: 1-866-888-3750, International: 1-714-564-2337, Code#: 157074#.

You can find the 10-Q for the Second Quarter of 2005 on the Company's website at www.merisant.com.

If you have any questions, please contact Jodi Apostle at 312-840-5457.

Regards,

Tony Nocchiero
Chief Financial Officer
Merisant Company
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