

**Merisant Worldwide, Inc. Commences Exchange Offer
for 12¼% Senior Subordinated Discount Notes due 2014**

CHICAGO, IL (August 29, 2005) – Merisant Worldwide, Inc. announced today that it has commenced an offer to exchange up to \$136,040,000 of its 12¼ % Senior Subordinated Discount Notes due 2014 which have been registered under the Securities Act of 1933, as amended (the “Exchange Notes”), for any and all of its outstanding 12¼ % Senior Subordinated Discount Notes due 2014 (the “Outstanding Notes”).

The exchange offer relates to the entire \$136,040,000 stated principal amount at maturity of the Outstanding Notes, but is not conditioned upon any minimum principal amount of the Outstanding Notes being tendered. The exchange offer will expire at 5 p.m., New York time, on September 29, 2005, unless extended by Merisant Worldwide in its sole discretion. Outstanding Notes tendered in the exchange offer may be withdrawn at any time prior to the expiration of the exchange offer.

The terms of the Exchange Notes are identical in all material respects to the terms of the Outstanding Notes, except that the Exchange Notes have been registered under the Securities Act of 1933 and certain registration rights relating to the Outstanding Notes do not apply to the Exchange Notes.

Wells Fargo Bank, National Association is the exchange agent in connection with the offer. Copies of the prospectus relating to the exchange offer and Exchange Notes and related documents are available upon request to the exchange agent at (800) 344-5128.

This press release is not an offer to purchase, a solicitation of an offer to purchase, or a solicitation of an offer to sell securities. The offer and solicitation are only made pursuant to the prospectus, dated August 29, 2005, and the related letter of transmittal (as each may be amended from time to time).

Merisant Company markets low calorie tabletop sweeteners. Our brands, including Equal® and Canderel®, are sold in over 85 countries throughout the world.

Note to editors: Equal® and Canderel® are registered trademarks of Merisant Company.