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NEWS RELEASE

For Immediate Release

**Merisant Worldwide Inc. Appoints Yann Kervoern to
General Manager, North America**

CHICAGO, October 21, 2008 – Merisant Worldwide, Inc., a global leader in tabletop sweeteners, and its affiliated subsidiaries announced today the appointment of Yann Kervoern to General Manager/North America. Based in Chicago, Kervoern will oversee Merisant’s North America sales force and support the continued expansion of Merisant’s global sales platform.

“I am confident that Yann will support Merisant’s worldwide growth and continue to cultivate the relationships that are so important to our business,” said Paul Block, chairman and chief executive officer of Merisant. “His solid track record, deep sales experience in markets across the map, and extensive knowledge of consumer products, make him a strong addition to Merisant.”

Prior to joining Merisant, Kervoern, 41, spent 19 years with the Danone Group where he most recently served as vice president of sales, in charge of the Quick Service Restaurant business around the world. With Danone, Kervoern lived across three continents (Asia: Singapore; North America: Chicago & New York; Europe: Barcelona & Paris), and took great professional responsibilities such as the launch of Evian Natural Spring Water across south East Asia and Dannon Natural Spring Water in the United States, the lead of Global Key Accounts like McDonald’s and Ahold, with whom he established common health & wellness platforms, and the participation to the write-up of Danone Group’s commercial policy. He attended Reims Business Management School in France where he earned a Master degree in Sales, Marketing & International Trade.

Commenting on his new position, Kervoern said, “I’m thrilled to be able to join Merisant at such an exciting time as the company prepares to launch PureVia™, its new all-natural, zero-calorie sweetener product. I look forward to working with my team to ensure the success of PureVia™, in addition to Merisant’s enviable portfolio of zero-calorie sweeteners, to strengthen the company’s leadership position & category expertise in the global marketplace.”

About Merisant

Merisant is a worldwide leader in the marketing of low-calorie tabletop sweeteners. In addition to Equal® and Canderel®, Merisant markets its products under 18 other brands in over 90 countries. For more information visit www.merisant.com.

Note to editors: Equal® and Canderel® are registered trademarks of Merisant Company. PureVia™ is a trademark of Whole Earth Sweetener Company LLC, a wholly owned subsidiary of Merisant Company.

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