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**NEWS RELEASE**

For Immediate Release

**Merisant Worldwide Inc. Appoints Jonathan Cole to  
Vice President, Business Development**

CHICAGO, September 23, 2008 – Merisant Worldwide, Inc., a global leader in tabletop sweeteners, and its affiliated subsidiaries announced today it has expanded the role of Jonathan Cole to encompass business development activities. As vice president, business development, a newly created position, Cole will facilitate key business transactions to drive growth for Merisant and its subsidiaries. He will continue to serve as general counsel for the company.

“In his three years at the company, Jon has made significant contributions to Merisant’s key growth initiatives, including the development of PureVia™, our new all-natural, zero-calorie sweetener,” said Paul Block, chairman and chief executive officer of Merisant. “I’m pleased to expand Jon’s responsibilities to include business development – an area where he’s already proven to be a valuable resource.”

Cole, 44, joined Merisant in 2005 as vice president, general counsel. He previously worked for 12 years as a lawyer specializing in corporate finance, restructuring and M&A transactions, most recently at Akin Gump Strauss Hauer & Feld LLP in New York. Cole earned a Juris Doctor degree from the New York University School of Law, a Master of Arts degree from New York University, and a Bachelor of Arts degree from the University of Chicago.

**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](http://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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