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NEWS RELEASE

For Immediate Release

**Merisant Worldwide Inc. Announces Vice President, Managing Director
Appointments to Key Regions**

CHICAGO and PARIS, August 12, 2009 – Merisant Worldwide, Inc., a global leader in tabletop sweeteners, and its affiliated subsidiaries, announced today the promotions of Yann Kervoern and Hugues Pitre to vice president, managing directors for the Americas and Europe, Africa, and the Middle East regions, respectively.

“Yann and Hugues have demonstrated results-driven leadership that has strongly contributed to the success of our company and recognized products,” said Paul Block, chairman and chief executive officer of Merisant. “I am confident their expertise and performance track records will serve them well in their expanded roles, further strengthen Merisant’s standing in the marketplace, and position the company for future growth.”

In the new position, Kervoern will oversee Merisant’s business in the U.S., Canada and Latin America, focusing on growth initiatives, sales and marketing, and increasing operational efficiencies and synergies.

Since joining Merisant in October 2008 as general manager of North America, Kervoern has reorganized sales and marketing to meet the goals and challenges of the marketplace, overseeing the *Equal*[®] product line and directing the successful U.S. launch of the company’s new all natural, zero calorie sweetener, *PureVia*[™], which is sweetened with a high-purity extract of the stevia plant. Kervoern recently managed the launch of the new *PureVia*[™] advertising campaign featuring health icon and former American professional volleyball player Gabrielle Reece.

Kervoern said of his new role, “I am honored to serve Merisant and our portfolio of zero-calorie sweeteners in a larger capacity.”

Pitre, in his new role, will oversee all Merisant businesses in the European, African and Middle Eastern (EAME) regions. He will manage Merisant’s international portfolio and, in select markets, the new *PureVia*[™] product. Pitre also will work to further operational efficiencies, primarily through collaboration with the company’s Czech Republic plant.

Pitre joined Merisant in 2002 as the director of EAME strategy and marketing. He also took on additional responsibilities in research and development as global vice president

of marketing, where he launched successful initiatives through Europe and Asia. In April 2005, Pitre was promoted to vice president and general manager of France and Benelux. The following year he expanded his geographical responsibilities to include the UK, Ireland, and South Africa.

Pitre said, "I am ready to further the recognition and demand for our brands in the global consumer products marketplace."

The appointments will take effect September 1, 2009.

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 100 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. *PureVia*™ is a trademark of PepsiCo, Inc. in beverages and certain other food products.

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