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NEWS RELEASE

For Immediate Release

Merisant Worldwide Inc. Names Julie Wool Chief Financial Officer

CHICAGO, December 15, 2009 – Merisant Worldwide, Inc., a global leader tabletop sweeteners, and its affiliated subsidiaries announced today the appointment of Julie Wool to chief financial officer, effective immediately. Previously the function was shared by Wool and Brian Alsvig, who will remain vice president of finance and report to Wool.

“Julie provides valuable financial expertise to Merisant as the company seeks to emerge from bankruptcy as early as January 4, 2010, and continue its transformation into a leading consumer products company,” said Paul Block, chairman and chief executive officer of Merisant. “We are gratified to promote an internal candidate who has nearly a decade-long tenure with Merisant and a deep understanding of the company and its financial systems.”

Wool, 38, was named vice president of finance – controller in January 2008. She previously served as the global controller and treasurer and has held several other positions in the finance department in her nine years at Merisant, including director, global accounting and consolidation. Wool earned a Bachelor of Science degree in Accountancy from the University of Illinois and a Masters of Business Administration degree from Northwestern University’s Kellogg School of Management. She is also a certified public accountant.

“In my new role, I look forward to further strengthening Merisant’s finances to position the company as a stronger competitor in the sweetener marketplace,” said Wool.

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 and Merisant Company 2, Sàrl, respectively. *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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