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NEWS RELEASE
For Immediate Release

**MERISANT WORLDWIDE, INC. AND U.S. AFFILIATES RECEIVE BANKRUPTCY COURT
APPROVAL OF ALL FIRST DAY MOTIONS**

Merisant Company and its Subsidiaries Will Continue Normal Operations

Court Approves \$20 Million Debtor-in-Possession Financing

Chicago, January 14, 2009 – Merisant Worldwide, Inc., a global leader in tabletop sweeteners, announced today that the United States Bankruptcy Court for the District of Delaware (the “Court”) has approved all “first-day motions” (First-Day Motions) that Merisant submitted, allowing the company to continue to operate its business in a normal manner.

The customary First-Day Motions that the Court approved gives Merisant authorization to:

- Incur and deploy \$4 million of its \$20 million debtor-in-possession (DIP) financing facility, which is being provided by Wayzata Investment Partners (the majority holder of its 9 ½% senior subordinated notes). This additional liquidity will ensure that Merisant has adequate liquidity to operate while it restructures its debt. The remainder of the \$20 million will become available after entry of a final order on the DIP facility, scheduled for February 5th;
- Maintain its existing cash management system;
- Pay certain pre-filing employee wages and otherwise maintain employee benefits;
- Fulfill certain pre-filing vendor obligations, including all obligations owed to its shippers and storage facilities;
- Maintain utility services;
- Pay certain outstanding taxes; and
- Honor its customer programs in the ordinary course of business.

In addition to the pre-filing relief granted by the Court, Merisant will be able to use its existing and newly drawn cash to pay its post-filing obligations in the ordinary course and support the launch of PureVia™, the company’s new all-natural, zero-calorie sweetener.

For further information on Merisant financial restructuring, please visit <http://www.merisant.com>, or call 312-840-6000. The company will announce updates regarding its ongoing operations plans as they become available.

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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