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Heartland Sweeteners, LLC Changes it's Name to TC Heartland, LLC and will do business as Heartland Food Products Group

Change reflects successful expansion into new categories

INDIANAPOLIS, October 19th, 2012 – Heartland Sweeteners, LLC is now TC Heartland LLC, but will do business as Heartland Food Products Group. Long a leading manufacturer of branded and store brand sweetener products, the company is making the change after its highly successful transition to other categories, notably Liquid Water Enhancers.

“With the successful launches of liquid water enhancers, specialty food service, as well as new product in our innovation pipeline, we determined that the new name more accurately reflects our corporate brand” stated Ted Gelov, President and CEO of Heartland.

Despite the new name, Heartland remains focused on delivering against its four core principles – Speed to Market, Consumer insight driven innovation, Flexibility, and Reliability.

Heartland is committed to helping the company’s retail partners strengthen and evolve their store brand portfolios into competitive advantages in the marketplace. The Heartland logo has been revised to reflect both the name change and commitment to its core principles.

There has been no change in corporate ownership, control or management. Heartland will continue to operate in its current structure and contacts and phone numbers remain unchanged. Please view the new website at www.HeartlandFPG.com. Electronic mail address changes will be communicated but former email addresses and the web domain will remain in effect.

TC Heartland’s global and North American operations continue to be headquartered in Carmel, Indiana. The company’s European offices are located in Zaandam, Netherlands, and a corresponding name change will be made in the Netherlands from Heartland Sweeteners Europe, BV, to TC Heartland Europe, BV. The European operations will use the trade name “Heartland Europe.”

Heartland looks forward to continuing its relationships with customers, suppliers, and business partners in a collaborative environment to provide valued store brand and branded solutions that positively affect consumers’ lives and shopping experiences.

SOURCE TC Heartland, LLC

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