



FOR IMMEDIATE RELEASE

**AUNT IDA'S™ TO MAKE ITS HSN DEBUT
WITH ITS BEST SELLING BABKA'S**

HSN to sell Aunt Ida's Three-Flavor Babka Pack that Includes an All-Natural Chocolate Babka, Apricot Almond Babka and HSN Exclusive Mocha Babka.

LOS ANGELES – March 7, 2011 - - Aunt Ida's™, a Los Angeles-based all-natural gourmet baked goods company, has announced it is making its Home Shopping Network (HSN) debut on March 27, 2011 during the network's 24-hour Cook's Spring Event.

Aunt Ida's will feature its popular Babka's, a Russian-style coffee cake that's all natural and preservative and color-free. The "Tri-Babka" set will include Aunt Ida's best-selling Chocolate Babka, Apricot Almond Babka and an HSN exclusive flavor, Mocha Babka that's made with real coffee. The company's Founder and President Amy Goldsmith will be on air with an HSN host introducing shoppers to Aunt Ida's products.

"We are so excited for this opportunity," says Goldsmith. "The Babka's are wonderful and so versatile. Our customers eat them for breakfast, after dinner as a dessert, or in the middle of the day with coffee or tea for that afternoon pick-me-up. The HSN three-pack is ideal because you can taste all three or eat one, freeze one and give one as a gift."

In addition to the Babka's, www.HSN.com will carry Aunt Ida's Pomegranate Pistachio Cookies and an HSN exclusive Chocolate Chip Challah.

Aunt Ida's uses only the finest and freshest ingredients. The Babka's are the company's best-selling products as it offers consumers a traditional bakery item with a contemporary twist. The items are packaged with a chic label making it special to give as a gift or to unwrap at home.

"It's great to keep on hand in case someone drops in or you need a quick hostess gift. They freeze and defrost really well," says Goldsmith.

"The positive consumer response we receive from Aunt Ida's products are incredible," says Paul Pruett, CEO of Aunt Ida's and The Praim Group, a food marketing and distribution company that represents the brand. "We're confident HSN shoppers will adore these items."

Please check on www.HSN.com for the exact time Aunt Ida's will debut. The time is subject to change.

Founded in 2007, Aunt Ida's was born of Goldsmith's desire to provide her family and friends with traditional baked goods she remembers eating growing up while appealing to a modern family and the busy lifestyle of a working parent.

The complete Aunt Ida's product line is available online at www.auntidas.com.

Or check out the HSN Bundles and exclusive flavors at www.HSN.com.

For more information about carrying Aunt Ida's products, please contact The Prain Group at (978)745-9100.

About Aunt Ida's™

Founded in 2007, Los Angeles-based Aunt Ida's™ delivers high quality, all-natural and gourmet baked goods to your home or as a gift. Aunt Ida's takes traditional bakery products and adds a contemporary twist with chic packaging. It's Tradition with Chutzpah. www.auntidas.com. Please follow Aunt Ida's on Twitter at www.twitter.com/auntidas and like us on Facebook.