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Back-to-School Checklist for Trendy Kids: Kick-Start the School Day with Umpqua Oats™ Super Premium Oatmeal

A new take on a breakfast classic to suit any taste

LAS VEGAS (August 6, 2014) – Umpqua Oats is helping moms send their kids back to school in style with fun and creative flavors of single-serve super premium oatmeal. Umpqua Oats super premium oatmeal is a quick and satisfying breakfast choice for anyone who wants a hearty, delicious and easy meal. Whether your child goes for bold or Boho, Umpqua Oats has a unique flavor to match any back-to-school style:

- Go bold with Salted Caramel Meltdown
- Show your flower power with RU Nuts, Jackpot and Mostly Sunny
- Do Boho chic with the natural ingredients in Not Guilty, Old School and Kick Start

Launched in 2008, the company was founded by two moms who were looking for a tasty and healthy alternative to the typical instant oatmeal packets. “Umpqua Oats super premium oatmeal is rich, hearty and flavorful because it’s made with custom-milled rolled oats for an appealing ‘al dente’ texture, as well as fruits and other healthy ingredients to create unique flavors,” said Mandy Holborow, co-founder and owner of Umpqua Oats Inc. “Our kids personally love Umpqua Oats because they get different, fun flavors every day. As a mom, I love that the convenient single-serve packages of Umpqua Oats fuel my kids with nutrition to jumpstart the school day.”

“Whether you are a parent trying to provide healthy breakfast choices for your children or a college student who is deciding to live a healthier lifestyle, there is an Umpqua Oats super premium oatmeal flavor for you, from simple fruits and nuts (like our Jackpot flavor) to Salted Caramel Meltdown,” said Sheri Price, co-founder and owner of Umpqua Oats Inc. “And the convenient single-serve packaging means you can toss a cup in a gym bag or backpack and take it with you; all you need is hot water and 3 minutes to prepare.”

Umpqua Oats super premium oatmeal is sold at more than 2,000 retail outlets across the United States for an SRP of \$3.50 per serving. For more information or to order online, visit www.umpquaoats.com.

About Umpqua Oats Inc.

Umpqua Oats super premium oatmeal is a satisfying, on-the-go breakfast choice for people who crave a hearty, delicious and creative meal to start every day. Headquartered in Las Vegas, Umpqua Oats is one of the first purveyors to provide a quick-cooking single-serve oatmeal product that uses high-quality, flavorful ingredients for taste and satiety. Founded in 2008 in Roseburg, Oregon, by two moms, Umpqua Oats super premium oatmeal is available in a variety of unique flavors. For more information, please visit www.UmpquaOats.com or www.Facebook.com/UmpquaOats or follow us on Twitter @UmpquaOats.

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