

5 SIMPLE STEPS TO SWEET SATISFACTION

Trying to be more sugar savvy? Whether it's a snack, dessert or favorite recipe, here are simple ways to help reduce the amount of sugar without compromising on taste. The makers of **Murray**[®], America's #1 sugar free cookie, recognize the challenge that reducing sugar intake presents, especially in finding a sweet, satisfying snack. That's why we are pleased to share our "5 Steps to Sweet Satisfaction."

1. PLAN AHEAD!

You don't have to eliminate all of your favorite sweets. Instead, plan ahead for what you really want and make sure your sugar intake is balanced throughout the day by using carbohydrate exchanges. If you love a little piece of chocolate or a cookie in the afternoon, don't deny yourself, but try limiting how much you eat.

2. RETHINK WHAT YOU DRINK!

Remember, calories and sugars don't just come in solid form. Coffee and blended fruit smoothies sound innocent enough, but the carbohydrates in some of your favorite coffee shop items may surprise you. Start with a smaller size and ask for drinks to be prepared "skinny", with non-fat milk, sugar-free syrups, and no whipped cream.

3. PURCHASE PRODUCE!

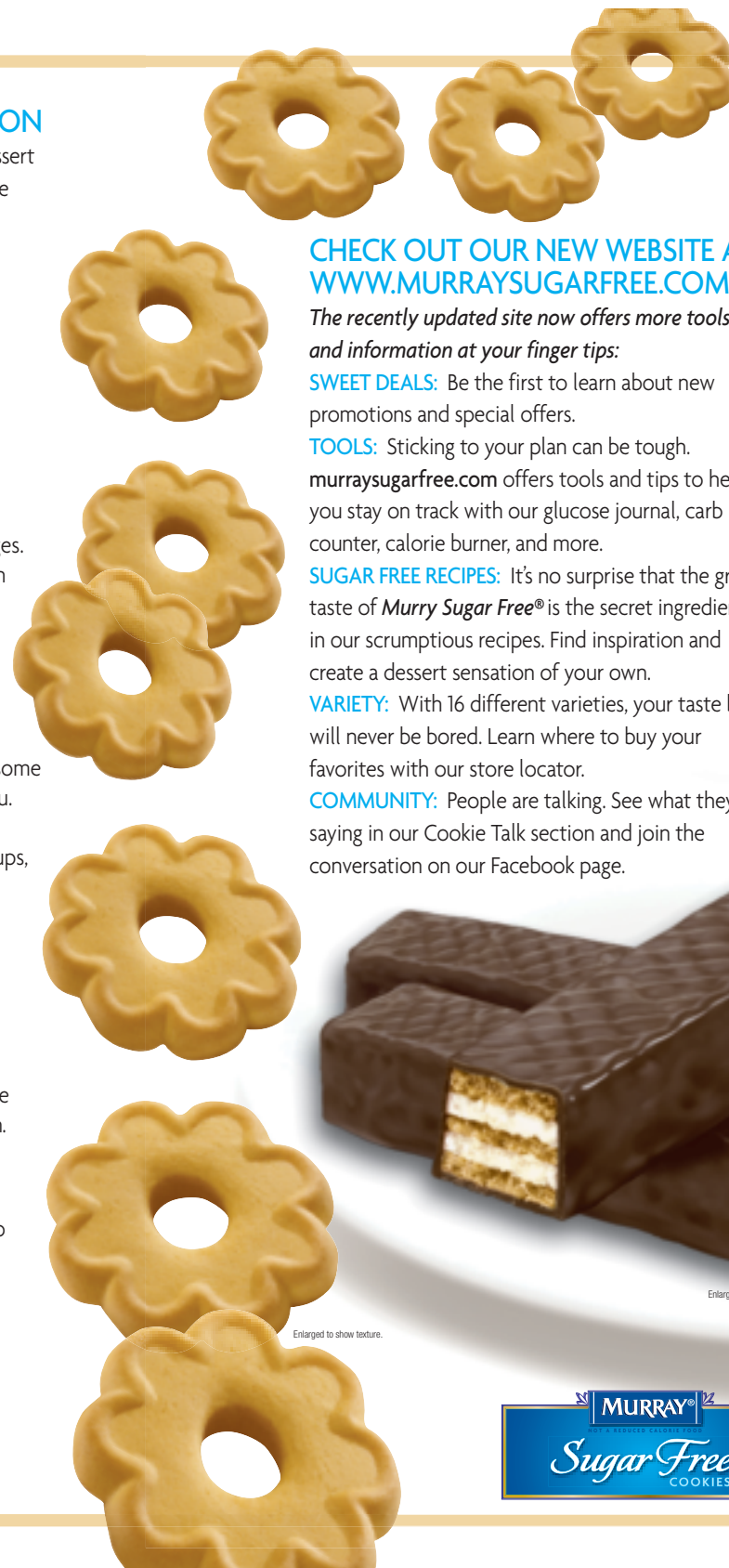
Make your carbohydrates and sugars count. Fruits and vegetables have natural sugars while providing vitamins, minerals and fiber.

4. WATCH YOUR PORTIONS!

Sweets can contain fat and as the most calorie-dense nutrient, they can throw off your healthy eating plan.

5. GO WITH SUGAR FREE!

From old favorites like **Murray Sugar Free**[®] Shortbread and Chocolate Chip, to our ready-to-go **Murray Sugar Free**[®] Bites, you will find there's a **Murray Sugar Free**[®] cookie for every taste.



CHECK OUT OUR NEW WEBSITE AT WWW.MURRAYSUGARFREE.COM!

The recently updated site now offers more tools and information at your finger tips:

SWEET DEALS: Be the first to learn about new promotions and special offers.

TOOLS: Sticking to your plan can be tough. murraysugarfree.com offers tools and tips to help you stay on track with our glucose journal, carb counter, calorie burner, and more.

SUGAR FREE RECIPES: It's no surprise that the great taste of **Murray Sugar Free**[®] is the secret ingredient in our scrumptious recipes. Find inspiration and create a dessert sensation of your own.

VARIETY: With 16 different varieties, your taste buds will never be bored. Learn where to buy your favorites with our store locator.

COMMUNITY: People are talking. See what they're saying in our Cookie Talk section and join the conversation on our Facebook page.



TASTE SO GREAT YOU'LL NEVER KNOW THEY'RE SUGAR FREE![™]

Look for our products in the cookie aisle of your favorite grocery store.

Visit www.murraysugarfree.com/wheretobuy enter your zip code, and find out where to purchase specific flavors of our many tasty varieties.

For coupons, recipes, tips, tools and more, check out www.murraysugarfree.com

See nutrition facts for total fat and saturated fat content.

Murray Sugar Free [®] Flavor	Cookies Per Serving	Carbohydrate Exchange	Fat Exchange*	Calories	Carbohydrates	Fiber
Chocolate Sandwich	3	1	1	130	18g	1g
Lemon Sandwich	3	1	1	130	19g	<1g
Vanilla Creme Sandwich	3	1	1	130	20g	<1g
Pecan Shortbread	3	1	2	160	18g	1g
Shortbread	8	1	1	130	21g	2g
Vanilla Creme Wafers	4	1	1½	130	19g	4g
Plain Vanilla Wafers	9	1	1	130	24g	2g
Chocolate Bites	1 pouch	1	½	80	16g	3g
Shortbread Bites	1 pouch	1	½	80	16g	3g

Cut Here



Pocket Guide

Avoiding sugar? Want more fiber? Watching carbs? This handy pocket guide helps you fit these great-tasting cookies into your meal plan.

murraysugarfree.com

Murray Sugar Free® Flavor	Cookies Per Serving	Carbohydrate Exchange	Fat Exchange*	Calories	Carbohydrates	Fiber
Chocolate Chip	3	1	2	150	20g	2g
Chocolate Chip with Pecans	3	1	2	160	19g	2g
Fudge Dipped Graham's	4	1	1½	140	19g	1g
Fudge Dipped Mint	4	1	1	130	17g	1g
Fudge Dipped Vanilla Wafers	4	1	2	150	19g	4g
Oatmeal	3	1	1	140	21g	3g
Peanut Butter	3	1	2	150	16g	1g

*See nutrition facts for total fat and saturated fat content.

HISTORY OF MURRAY SUGAR FREE®

Murray Sugar Free® is America's #1 sugar free cookie – but we didn't get there overnight. Our heritage dates back to 1940 when John L. Murray and his son, John Jr., began making vanilla wafers and founded Murray Biscuit Company.

In 1994, a technical breakthrough allowed our Master Bakers to remove sugar from our recipe without sacrificing taste.

Today, the makers of Murray Sugar Free® have the same passion and dedication instilled by our founders for making only great-tasting cookies that fit with your sugar free lifestyle. So go ahead, try one of our many varieties today and find out why *You'll Never Know They're Sugar Free!*™



Learn more about achieving your sweet success at www.murraysugarfree.com

®, TM, © 2011 Kellogg NA Co.



16 Varieties.
Full of Taste.
Free of Sugar.



You'll Never Know They're Sugar Free!™



Check out
www.murraysugarfree.com
for sweet deals.