

# TANKA BAR



## NATIVE AMERICAN NATURAL FOODS PRESS KIT

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WWW.TANKABAR.COM  
1.800.416.7212

## BENEFITS

- 100% natural
- 70 calories
- No artificial preservatives
- No trans fats
- Low cholesterol
- Low sugar

## INNOVATIONS

- New product category: Meat and fruit energy bar.
- Patented natural herb-based preservative process.
- Connects Native American natural diet for a healthful lifestyle.
- Uses proprietary artisanal manufacturing process, featuring 9 hours of 'slow smoking,' while enabling high-volume production.
- Employs specially designed foil packaging process to ensure food safety, freshness.
- One of the first food products to include FreshCard™ oxygen absorber for extra freshness in every package.

## AN INNOVATIVE NUTRITIONAL PRODUCT THAT HELPS YOU LIVE IN A BALANCED WAY OF WELLNESS THAT FEEDS YOUR MIND, BODY AND SPIRIT

**TANKA BAR** is a new nutrition bar built on our ancestors' knowledge of the ideal portable energy for endurance and top performance helping us run far, work hard or dance all night with joy and appreciation.

Like the traditional recipes for wasna or pemmican, the **TANKA BARS** begin with prairie-raised buffalo, the high-protein food that is given to both feed us and guide us in our way.

Then they are flavored by native herbs and tart-sweet cranberries for a great-tasting, 100% Natural Native American food.

Slow-smoked for 9 hours, each 1 ounce bar has 70 calories and is made from 100% all Natural ingredients.

**TANKA BAR** is the first product created by Native American Natural Foods, a Native American-owned company based in Kyle, S.D., on the Pine Ridge Reservation. We are developing natural, healthy foods that focus on helping people create positive and healthy lifestyles through their diets, as well as economic opportunities in the community.



### Native American Natural Foods

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Kyle, SD 57762  
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Toll Free: 1-800-416-7212  
Fax: (605) 455-2019



USDA NUTRITIONAL COMPARISONS						
Per 100 Gram (3.5 oz.) Serving for Cooked Meat						
SPECIES	FAT g	PROTEIN g	CALORIES kcal	CHOLESTEROL mg	IRON mg	VITAMIN B-12 mcg
<b>BISON</b>	<b>2.42</b>	<b>28.44</b>	<b>143</b>	<b>82</b>	<b>3.42</b>	<b>2.88</b>
BEEF (Choice)	18.54	27.21	283	87	2.72	2.50
BEEF (Select)	8.09	29.89	201	86	2.99	2.64
PORK	9.66	29.27	212	86	1.1	0.75
CHICKEN (Skinless)	7.41	28.93	190	89	1.21	0.33
SOCKEYE SALMON	10.97	27.31	216	87	0.55	5.80

Beef, separable lean only, cooked, roasted. USDA NDB No. 17157  
Beef, composite of trimmed retail cuts, separable lean only trimmed to 0" fat, choice, cooked USDA NDB 13362  
Beef, composite of trimmed retail cuts, separable lean only trimmed to 0" fat, select, cooked USDA NDB 13366  
Pork, fresh, composite of trimmed retail cuts (leg, loin and shoulder), separable lean only, cooked USDA NDB No. 10093  
Chicken, broilers or fryers, meat only, roasted USDA NDB No. 05013  
Salmon, sockeye, cooked, dry heat. USDA NDB 15086

## INGREDIENTS

Buffalo, Cranberries, Salt, Water  
Less than 2%: Flavorings,  
Granulated Garlic, Granulated  
Onion, Hydrolyzed Soy  
Protein, Partially Hydrogenated  
Soybean Oil

### Nutrition Facts

Serving size 1 oz (28.4g)  
Servings per container 1

**Calories 70**  
Calories from Fat 13

Amount/serving	% Daily Value*
<b>Total Fat 1.5g</b>	<b>2%</b>
Saturated Fat 1g	4%
Trans Fats 0g	0%
<b>Cholesterol 17mg</b>	<b>6%</b>
<b>Sodium 360mg</b>	<b>15%</b>
<b>Total Carbohydrates 7g</b>	<b>2%</b>
Dietary Fiber 1g	2%
<b>Sugars 6g</b>	
<b>Protein 7g</b>	

Vitamin A 0%    Vitamin C 4%  
Calcium 1%    Iron 4%

\* Percent Daily Values are based on a 2,000 calorie diet.

# TANKA BAR



**PRESS  
KIT:  
INNOVATIONS**

## NATIVE AMERICAN NATURAL FOODS IS BREAKING NEW GROUND

Following two years of intense development, the introduction of the Tanka™ product line from Native American Natural Foods marks a number of “firsts” in the national food scene:

- The Tanka Bar™ creates a new product category of meat with fruit in the energy bar niche. It is the first meat-based energy bar in the market.
- The Tanka™ line is the first product that uses a 100 percent all-natural process to preserve freshness — there are no added nitrites. With assistance from the South Dakota State University Meat Science Department, Native American Natural Foods has innovated this natural herb-based preservative process, and the company has filed for patent protection of the process with the help of prominent national law firm Patton Boggs.
- Tanka™ products are among the first national brands to market a class of food products that connects a Native American natural diet with low calories, fat and carbohydrates for a healthful lifestyle.
- The manufacturing process used to make Tanka™ products is designed to create an artisanal environment that enables high-volume production. This proprietary and innovative process, co-developed with Native American Natural Foods partner Froehling’s Meats of Hecla, S.D., features nine hours of “slow smoking” for every Tanka product.
- Because Tanka products are the first meat-based energy bars on the market, a special packaging process had to be developed to ensure food safety and freshness. The protective foil package is not vacuum-packed, unlike most meat-based snack products offered today.
- The Tanka Bar™ is one of the first food products on the market to include a FreshCard™ from Multisorb Technologies to provide an extra measure of freshness in every package.

## NEW-OLD RECIPE

The Tanka™ line is a new product category based on an old Lakota recipe. Wasna (pronounced WAAS-NAH) means “all ground up” and is a traditional Lakota food comprised of dried buffalo and dried berries. It also originally included fat or bone marrow.

Wasna was America’s first portable energy food and was often packed into a buffalo horn for consumption during months-long trips across the plains. One horn full of wasna was able to sustain an individual for up to two weeks. As a natural food high in protein and low in carbohydrates, wasna was a very healthy energy food.

This traditional recipe has been adapted by Native American Natural Foods into a modern, healthy energy bar.

As Native Americans sustained themselves with wasna as they journeyed, modern Americans can use the Tanka Bar™, the Tanka Bite™ and Tanka Trail™ to provide sustained energy in a healthful way.

# TANKA BAR



**PRESS  
KIT:**  
OUR  
HISTORY

## FAST FACTS

- Native American Natural Foods is based on the Pine Ridge Indian Reservation in South Dakota.
- 100% of the company's sales, customer service and fulfillment staff are Native American.
- Buffalo expert Duane Lammers, who helped develop the Tanka products, will oversee the company's supply chain.
- The meat used in the Tanka™ products comes from Great Plains buffalo raised on prairie grass by Native and non-Native ranchers.
- All cranberries in the Tanka™ products are farm-raised in a central Wisconsin marsh owned and operated by the same family for three generations.
- U.S. natural products sales grew 9.7% in 2006 across all channels, to \$56.76 billion in total sales, according to *The Natural Foods Merchandiser* 2007 Market Overview.
- Each Tanka Bar™ package will feature a FreshCard printed with the Lakota word "Pilamaya," to thank customers for their support and to thank the Buffalo Nation for its blessings to the Lakota people.

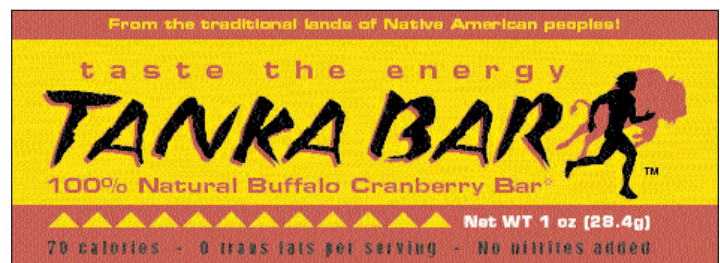
## NATIVE AMERICAN NATURAL FOODS

Native American Natural Foods, LLC, is focused on creating a family of nationally branded food products that are delicious and that promote a Native American way of wellness that feeds mind, body, and spirit.

Beginning with its first product line, which features Tanka Bar™, Tanka Bite™, and Tanka Trail™, Native American Natural Foods provides a category of natural healthy choices in the marketplace that currently does not exist. By adding value to traditional Native food products, using modern scientific methods and the least amount of processing possible, Native American Natural Foods innovates value-added products for the U.S. consumer marketplace.

Founded in 2005 on the Pine Ridge Indian Reservation, owners Karlene Hunter and Mark Tilsen imagine a world filled with healthy foods that add to the restoration and preservation of our lands and ecosystem -- a world without the pain of starvation or obesity. The world they imagine embraces the lifestyle that Native American people lived just over a century ago.

The vision at Native American Natural Foods is not to go back to a traditional way of life but to bring the heritage of wisdom from the Native American traditional healthy lifestyle into the 21st century and into the lives of those who share that vision.



## COMPANY MISSION

*Our mission is to heal the people and our Mother Earth by building a company that innovates new food products based on the traditional values of Native American respect for all living things by living in balance with mind, body, and spirit.*

In addition to online ordering via the company's easy-to-use web site, [www.tankabar.com](http://www.tankabar.com), the Tanka™ product line will be available in a variety of convenience stores, grocery stores, natural food stores and specialty markets across the country.

Already signed to be sold at all Rushmore Civic Center concessions, Tanka™ products will also be featured at hundreds of pow wows, rodeos and other traditional Native American events around the United States.

For more information, please visit [www.tankabar.com](http://www.tankabar.com).

# TANKA BAR



## PRESS KIT:

WHAT THE  
EXPERTS SAY

### FAST FACTS

- Tanka Bars feature:
  - 70 calories/serving
  - 0 trans fats
  - 100% natural
  - No added nitrites
  - Low cholesterol
- The Indian Health Service estimates that 16.3% of American Indian and Alaska Native adults have diagnosed diabetes (compared with 8.7% of non-Hispanic whites).
- American Buffalo meat has less fat and cholesterol than chicken, according to the USDA.
- Cranberries contain more antioxidant phenols than 19 commonly eaten fruits, according to a study in the *Journal of Agriculture and Food Chemistry*.



### BRENDA BISHOP

R.D., L.M.N.T., C.D.E., Medical Nutrition  
Therapist Specialist at The Nebraska Medical  
Center, Office: 402-559-3665,  
Email: BBishop@nebraskamed.com

*(The Tanka Bar™ is) appropriate calories for a snack for weight management. It's low in fat and the trans fat is less than 1 gram. Also, it's not high in sodium.*

*The carbohydrate source is cranberries which contain antioxidants for health. The protein amount is good -- not too high but the equivalent of 1 oz. of meat -- it should help with satiety till the next meal.*

# TANKA BAR



**PRESS  
KIT:**  
TANKA BAR  
IN THE NEWS

EXCERPTED FROM THE *RAPID CITY JOURNAL*, PAGE 1, JAN. 1, 2007:

## Seven in Oh Seven

**By Bill Harlan**  
Journal Staff Writer

The regular cast of Black Hills newsmakers will influence events in 2007, but the coming year will also be shaped by people you haven't heard much about. These quiet innovators number in the thousands in the Black Hills, and we've selected seven to watch in '07.

**Karlene Hunter and  
Mark Tilsen, Entrepreneurs**

The tiny community of Kyle on Pine Ridge Indian Reservation seems an unlikely launching pad for the next big thing in health foods, but two longtime entrepreneurs believe Tanka Bars could take off.

"We wanted a snack that was good for you, that would be traditionally appropriate for us but that, number one, tasted good," Karlene Hunter of Kyle said. "These taste good."

Tanka Bars will be a high-protein, low-glucose mixture of buffalo and cranberry.

Hunter's partner, Mark Tilsen of Rapid City, believes that the bars will fill a fast-growing niche with a reservation trend. "The natural-food market is growing by leaps

Rapid City  
**Journal**

and bounds, and the meat-snack market is growing by leaps and bounds," Tilsen said. "Buffalo is one of the highest grade proteins that exist, and the buffalo are returning to the Lakota people."

The new company, Native American Natural Foods, will roll out Tanka Bars this spring or summer.

Hunter and Tilsen have the credentials to launch a start-up. They are also partners in Lakota Express, an international call center in a long, low building perched on a hilltop on the outskirts of Kyle. Hunter founded the business 11 years ago to provide "back-office" services to Fortune 1,000 companies and nonprofits.

Lakota Express is in a partnership with USE Inc. - a joint venture of Chinese and U.S. investors. Hunter and Tilsen spent several weeks in China on a trade mission, promoting both companies.

Hunter is a member of the Oglala Sioux Tribe.

She grew up in Kyle and Denver, where her Italian immigrant father

and Oglala Lakota mother ran a number of businesses.

Tilsen grew up in a suburb of St. Paul, Minn., the son of civil-rights activists. His father, an attorney, worked in South Dakota during the Wounded Knee takeover in 1973. Tilsen followed him. Later, Tilsen helped develop KILI Radio on the reservation, and his three children are members of the tribe.

Now, the two partners are working with Hermosa buffalo expert Duane Lammers, with researchers at South Dakota State University and with a food-branding company.

Native American Natural Foods also has start-up money from the Lakota Fund and a \$99,000 federal Rural Business Opportunity Grant.

With Tanka Bars on the brink of a market - with Lakota Express pitching major new corporate accounts and with China opening up - Hunter and Tilsen believe 2007 could be a breakout year.

Their success could be big news on a reservation where unemployment exceeds 70 percent. "I hear a lot of lip service about job creation on Pine Ridge," Tilsen said. "At some point, you just have to do it." ■

# TANKA BAR



**PRESS  
KIT:**  
COMPANY  
OVERVIEW

## NATIVE AMERICAN NATURAL FOODS IS A PRIVATELY-OWNED COMPANY

**Profile:** Native American Natural Foods, LLC, is focused on creating a family of nationally branded food products that are delicious and that promote a Native American way of wellness that feeds mind, body, and spirit. Based on the Pine Ridge Indian Reservation, Native American Natural Foods provides a category of natural healthy choices in the market place that currently does not exist. By adding value to traditional Native food products, using modern scientific methods, the least amount of processing, and the lowest-stress animal handling methods possible, Native American Natural Foods innovates value-added products for the U.S. consumer marketplace.

**Founded:** 2005

**Owners:** Karlene Hunter – CEO  
Mark Tilsen – President

**Investors:** The first institutional investor in Native American Natural Foods is the Lakota Funds, the first Native American Community Development Financial Institution (CDFI) in the country. Lakota Funds is located in Kyle, S.D., on the Pine Ridge Indian Reservation. The investment was made with the help of the Northwest Area Foundation as a model equity investment and community ownership. The investment is part of a much larger long-term effort in economic development that Lakota Funds has led for more than 20 years to help the Oglala Lakota people overcome historic poverty which is amongst the most severe in America.

**Major Offerings:** Native American Natural Foods' initial product line is the Tanka™ brand. Tanka™ products are made of all-natural American buffalo and cranberries and slow-smoked for 9 hours. Tanka™ products are very low in carbohydrates and high in nutritional ingredients known to help reduce blood sugar levels. The Tanka™ line comprises:

- Tanka Bar™, a 70-calorie energy bar
- Tanka Bite™, a smaller, 35-calorie version of the Tanka Bar™
- Tanka Trail™, a trail mix of shredded buffalo and dried cranberries to be introduced in Spring 2008.

**Headquarters:** 287 Water Tower Road, Kyle, S.D. 57752

**Office:** 800.416.7212 or 605-455-2187

**Fax:** 605.455.2019

# TANKA BAR



## PRESS KIT:

KARLENE HUNTER  
BIOGRAPHY

### KARLENE HUNTER, CEO, NATIVE AMERICAN NATURAL FOODS



*"Our mission has always been to create employment opportunities and to help empower our people."*

*"Every one of us are in there fighting and working toward the same purpose. We're looking at creating a healthy environment for our people."*

-- Karlene Hunter

Karlene Hunter is CEO and co-founder of Native American Natural Foods. A member of the Oglala Sioux Tribe, Ms. Hunter has more than 25 years of experience working on educational and economic development on the Pine Ridge Reservation in South Dakota, where Native American Natural Foods is based. The Kyle, S.D., company, founded with her longtime business partner Mark Tilsen, is the second business Ms. Hunter has started on the reservation.

In 1996, Ms. Hunter and Mr. Tilsen created Lakota Express, a direct marketing and customer care management company. Focused primarily on fund-raising for non-profit organizations, Ms. Hunter has led the direct marketing campaign for Oglala Lakota College for more than 21 years. More than \$25 million has been raised under Ms. Hunter's leadership, including raising the funds for the establishment of the first library on the reservation and the creation of new college centers in each of the nine districts on Pine Ridge.

Well-known throughout the Native American community for her local and national service record, Ms. Hunter serves on the Board of Directors of the National Center for American Indian Enterprise Development. She has also served on the Board of Directors for the Native American Rights Fund; the National Indian Business Association; and the Pine Ridge Area Chamber of Commerce.

Ms. Hunter, who holds an MBA from Oglala Lakota College, has received numerous awards, including the 2007 SBA Minority Business Person of the Year for South Dakota.

Recognized in 2003 as one of the 100 Best Minority Suppliers by the Minority Business Network, Ms. Hunter received the National Director's Pioneer Award in 2006 from then-Department of Commerce Secretary Ronald Langston.

She has also been awarded the President Harry S. Truman Foundation Scholarship; Indian Business Woman of the Year from the National Indian Business Association; and the Rising Star Award from the Business Women's Network and Diversity Best Practices.

# TANKA BAR



## PRESS KIT:

MARK TILSEN  
BIOGRAPHY

### MARK TILSEN, PRESIDENT, NATIVE AMERICAN NATURAL FOODS



*"We are very excited by the enthusiastic reception that the Tanka Bar is receiving from Native American people across the country.*

*It shows that people want healthy, authentic Native foods with all the modern conveniences.*

*It also shows that Native American Natural Foods' strategy of innovating new approaches to traditional Native foods holds great promise. The Tanka product line is a great start to even more Tanka-type products to come."*

-- Mark Tilsen

Mark Tilsen is President of Native American Natural Foods and a longtime business partner with Karlene Hunter in Lakota Express, Inc., a direct marketing and customer care management company. Mr. Tilsen has more than 25 years of experience in nonprofit fundraising, marketing community development, and 18 years in special events marketing and productions.

A recipient of numerous marketing awards, most recently, Mr. Tilsen and Lakota Express were featured as the lead story in the Mal Warwick Associates newsletter, *Successful Direct Mail, Telephone and Online Fundraising*.

A lifelong supporter of Native American causes, Mr. Tilsen began working as a volunteer in 1973 for the Wounded Knee Defense Offense Committee, which his parents co-founded. Since that time, he has honed his skills coordinating award-winning, database-driven direct marketing campaigns that have raised more than \$25 million for Native American educational and environmental organizations. He also serves on the Advisory Board of the Seva Foundation, an organization focused on alleviating suffering caused by disease and poverty.

Mr. Tilsen has co-founded several successful community organizations and businesses, including:

- KILI Radio, the largest indigenous community-owned radio station in North America.
- The Black Hills Alliance, a coalition of Native and non-Native Americans that had a major impact on changing the environmental policies and practices in the Black Hills.
- Direct Expressions, the company that launched the first direct marketing campaigns for the late Sen. Paul Wellstone, D-Minn., and Oglala Lakota College.
- Direct Events, now the largest independent music promotions group in Austin, Texas.
- Manager of Indigenous, the first Native American musical group to have a Top 10 hit on radio since the '70s.
- Lakotamall.com, a web portal providing Internet market access to small businesses and non-profit organizations serving Indian Country.
- Lakota Express Inc., the only reservation-based Native American-owned direct marketing firm in the nation.
- Maz, Inc., a talent management group based in Minnesota.



The following is a sample of the photographs and artwork (all property of Native American Natural Foods) that are available in high-resolution format by email to [lcrider@lakotaexpress.com](mailto:lcrider@lakotaexpress.com):

**LEADERSHIP:**

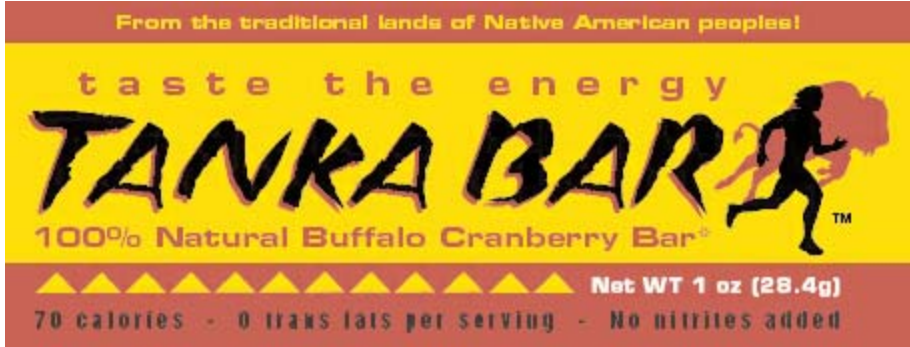


**Karlene Hunter**  
CEO



**Mark Tilsen**  
President

**LOGOS, PACKAGING ART AND USDA CHART:**



**Tanka Bar label**

USDA NUTRITIONAL COMPARISONS						
Per 100 Gram (3.5 oz.) Serving for Cooked Meat						
SPECIES	FAT g	PROTEIN g	CALORIES kcal	CHOLESTEROL mg	IRON mg	VITAMIN B-12 mcg
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 Beef, composite of trimmed retail cuts, separable lean only trimmed to 0" fat, select, cooked USDA NDB 13366  
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 Chicken, broilers or fryers, meat only, roasted USDA NDB No. 05013  
 Salmon, sockeye, cooked, dry heat. USDA NDB 15086

**Nutritional Chart based on USDA data**



**Logo for Native American Natural Foods**



**Logo for Tanka products**

**PHOTOGRAPHS FROM THE TANKA BAR DISPLAY BOX: (IDS AVAILABLE FOR ALL PHOTOS)**



# TANKA BAR



**PRESS  
KIT:**  
TANKA BAR  
ADVERTISEMENT

The following advertisement will appear in the October 2007 edition of Red Ink Magazine, a Native American student publication at the University of Arizona. The magazine staff spotted the Tanka Bar page on MySpace.com and offered to donate the ad space in support of the product's launch.

## TASTE ENERGY

From the traditional lands of Native American peoples!

taste the energy

# TANKA BAR

100% Natural Buffalo Cranberry Bar

Net WT 1 oz (28.4g)

We are an Oglala Lakota company with a deep commitment to helping the People, the Buffalo, and the Earth. We look forward to providing Indian Country with the very best foods naturally grown by Native American producers, processed minimally to help you live in a balanced way that feeds mind, body and spirit. Native American Natural Foods is proud to share the TANKA BAR, made from all natural buffalo and cranberries.

**For more info, call Team Tanka: 800.416.7212**



- 100% natural
- 75 calories
- No artificial preservatives
- No trans fats
- Low cholesterol

TankaBar.com  
Also visit us at  
MySpace  
Dribble  
Facebook  
Xanga