



From April 1-30, 2009, Goldilocks' Premium Crema de Fruta will be available for only \$12.99, one of many signature products that Goldilocks has made more affordable to customers.

Goldilocks Rolls Back Prices of Select Signature Products

BEGINNING April 1, Goldilocks is pleased to announce a price rollback on some of its bestselling signature items as the company pulls out all the stops to help customers stretch their hard-earned dollar in these uncertain times.

The move comes on the heels of another significant rollback last January when the prices of staple items such as *pandesal*, *pan de leche*, *monay* and the very popular cheese rolls reverted to previously lower levels.

In announcing the price rollback on additional select products, Goldilocks Director of Operations (Los Angeles) Menard Leelin said, "Goldilocks is in a unique position to take the lead in providing consumers with a comprehensive solution to present-day challenges. Our goal is to provide our customers with real value advantages that will translate into greater buying power and increased savings for them."

The latest round of price rollbacks at Goldilocks includes the following all-time favorites:

- * *Ensaymada* from \$1.79/ to \$1.59
- * Premium *Ensaymada* from \$0.99 to \$0.79
- * *Mamon* (including mocha flavor) from \$1.49 to \$1.29
- * Special *Mamon* from \$1.59 to \$1.39
- * Biscotti from \$3.29 to \$2.99

Prices are reduced even more substantially when customers buy these products in six- and 12-packs.

Alongside the price rollback, an April Shower of Saving sat Goldilocks features an array of all-time favorites and signature topsellers that will be available to customers at hugely discounted prices from April 1- 30, 2009. The April promo includes the following products:

- * Premium *Crema de Fruta*: from \$14.99 to \$12.99
- * 6-pc Ham *Ensaymada*: from \$12.54 to \$9.99
- * *Brazo de Mercedes*: from \$11.99 to \$9.99
- * Egg Pie: from \$9.99 to \$7.99
- * *Leche Flan*: from \$7.99 to \$6.99
- * Chicken *Mami* and *Siopao* Combo: from \$7.98 to \$4.99
- * 12-pc. Rainbow *Puto*: from \$4.99 to \$3.99
- * *Sago at Gulaman*: from \$2.99 to \$1.99
- * *Monay*: from \$2.29 to \$1.59
- * Baliwag *Pan de Sal*: from \$1.59 to \$0.99 (limit 1 bag per customer)
- * *Lumpiang Shanghai* (frozen): buy 2 bags, save \$5; buy 3 bags, save \$8 discount; buy large party tray, save \$5.

According to Mr. Leelin, "Our company is focused on helping consumers address the unprecedented challenges confronting everyone nowadays. The innovations we are implementing in our product line-up and pricing are the result of listening to our customers and recognizing what they need and want, vis-a-vis the current volatile cost of products and services."

"We are excited by the tremendous opportunity to further improve the unparalleled quality of our products while making them more affordable to a greater number of customers even in this tough economic environment," Mr. Leelin added.

Continued on PAGE B14

Buy now...

From PAGE B10

"The clock is ticking on the California tax credit which allows a maximum amount of up to a \$10,000 homebuyer credit," says Lori Thomas, sales manager. "Once the allotment of funds is reached, the tax credits will no longer be available. We can't emphasize enough the importance of coming to the sales office as soon as possible."

The state tax credit of up to \$10,000 applies to all buyers purchasing newly built homes. It equals 5% of the purchase price or \$10,000, whichever is lower. You can receive up to \$3,333 off your taxes for each of the first three years after buying. The \$8,000 federal tax credit is available to first-time buyers only (cannot have owned a primary residence in last three years) and is

for principal residences. Please talk to your tax advisor for more information.

Nestled along Sylmar's scenic foothills, Olive Grove is a charming community of 30 city-view homes. It is considered one of the area's most affordable new home communities. The two-story, open-style homes measure 2,049 sq.ft. with three and four bedrooms, dens, dining areas, spacious master suites and two-car attached garages.

Equally impressive is Olive Grove's central location to schools, freeways, and every day conveniences.

Olive Grove is being presented by Lee Homes, Inc. and CityView. Olive Grove is priced from \$369,000. A 4% broker co-op fee is offered.

Located at 14034 Bryant Lane in Sylmar. Exit Roxford Street off the 210 Freeway (just east of I-5). Go north, turn right onto Olive View Drive, then left on Fenton Avenue. Open daily from 10am - 6pm. (818) 833-9623, or visit leehomes.net. (Advertising Supplement)

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