

Goldilocks' Summer Special Treats Guarantee More Savings for Customers

NOW THAT the heady, golden days of summer are here, Goldilocks is celebrating the season with an array of special treats guaranteed to generate more savings for customers.

Leading the Goldilocks Summer Special line-up of treats are two new luscious cakes featuring the freshest fruits available during summer: Fresh Strawberry n' Creme Cake at an incredibly low price of only \$12.99 (regular price \$15.99) and Summer Fruit Fiesta Cake at a truly affordable price of only \$11.99 (regular price \$14.99.)

Rounding off Goldilocks' Summer Special treats for the month of June are the following items at discounted prices:

- (New)Tasty White Sliced Sandwich Loaf Bread \$1.99 (from \$2.49)
- (New) Frosted Taisan \$1.69 (from \$1.99)
- Taisan (with cheese) \$1.69 (from \$1.99)
- Pancit Palabok (solo merienda portion) \$4.99 (from \$5.99)
- Suman Lihya \$4.99 (from \$5.99)
- Buko Juice \$1.99 (from \$2.99)

Aside from the Fresh Strawberry n' Creme Cake and Summer Fruit Fiesta Cake, Goldilocks is also offering its Red Velvet Cake for only \$14.99. The hugely popular Red Velvet Cake is the perfect way to express your appreciation for Dad on Father's Day (June 21) or for new graduates as they celebrate an important milestone in their lives.

Or, you can surprise Dad and your favorite Grad with Goldilocks gift cards that they can use to purchase products or food items at any participating store in LA County.

The Goldilocks gift card is reloadable, so they can use it again and again.

The Summer Special that starts June 1 is part of Goldilocks' "Just Right" program launched early this year. The program is aimed at giving customers the best deals as they look for ways to get more value for their dollar in this tight economy.

The "Just Right" program kicked off with a series of price rollbacks to make the company's signature bestsellers more affordable to customers. To date, the products with rolled-back prices include: Cheese Rolls, Premium *Ensaymada*, Cake Rolls, *Mamon*, Biscotti, *Pandesal* (Baliwig, Regular and Wheat.) Fresh *Lumpia* and *Sago't Gulaman*.

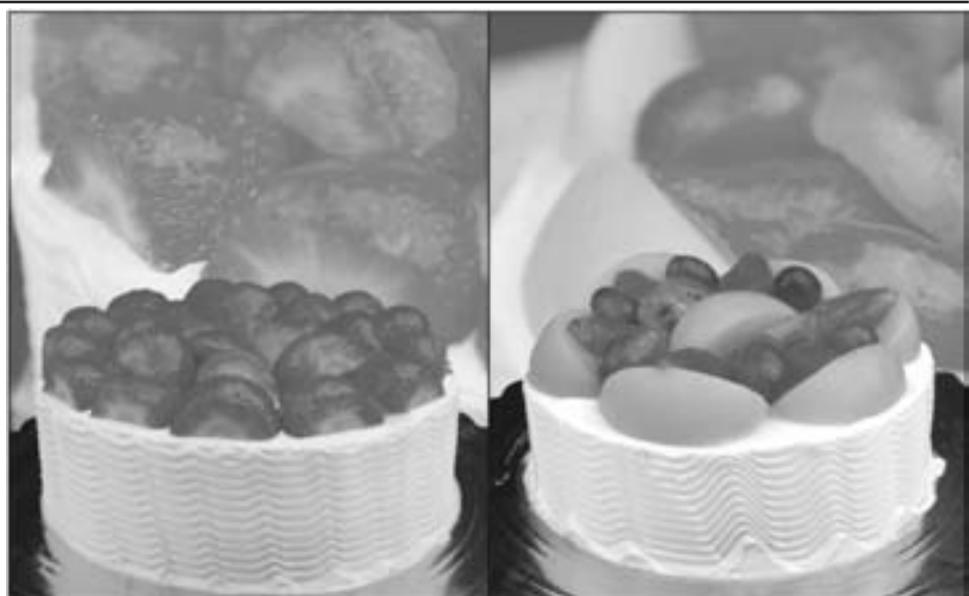
Through the program, Goldilocks regularly offers significantly reduced prices on a broad selection of popular products while maintaining the highest quality of standards in terms of production and taste.

According to Goldilocks Director of Operations Menard Leelin, "It is a great pleasure to announce the launching of new products, as well as our regular line-up of promo items that offer the right price points to help our customers generate more savings every time they shop at Goldilocks.

"Through our 'Just Right' program we want to make sure that our customers can always enjoy the delicious products our company is known for, and that through our Summer Special promo, they will have the opportunity to celebrate Fathers' Day, graduations and the rest of the summer season with easy affordability," Mr. Leelin added.

The Summer Special promo is valid at all Goldilocks stores in Los Angeles County from June 1 - 30, 2009 at the following participating Goldilocks restaurants and bakeshops in LA County.

(Advertising Supplement)



SUMMER JUST GOT MORE DELICIOUS AT GOLDILOCKS. Left photo shows the new seasonal Goldilocks Fresh Strawberry n' Creme Cake. At right, the new Summer Fruit Fiesta Cake also makes its debut. Both cakes are available for a limited time at all Goldilocks stores in Los Angeles County.

Goldilocks Cerritos
11489 South Street
Cerritos, CA 90703
Tel. no. (562) 924-5990

Goldilocks Eagle Rock
(inside Eagle Rock Plaza)
2700 Colorado Blvd. Ste.110
Los Angeles, CA 90041
Tel. no. (323) 543-2676

Goldilocks Panorama City
8340 Van Nuys Boulevard
(at Roscoe)
Panorama City, CA 91402
Tel. No. (818) 891-5253

Goldilocks North Hills
(NEW,NOW OPEN)
16130 Nordhoff St.
(At Seafood City)
North Hills, CA 91343
Tel. No. (818) 895-9100

Goldilocks West Covina
(Bakeshop only)
2429 So. Azusa Avenue
West Covina, CA 91792
Tel. no. (626) 964-1811

Goldilocks Los Angeles
(Bakeshop only)
209 So. Vermont Ave.
Los Angeles, CA 90004
Tel. no. (213) 382-2351

Goldilocks
Cakes • Desserts • Pastries • Specialty Cakes

SPRING SAVINGS

Valid May 1 - 31, 2009

- Fruit Charlotte Cake**
~~\$24.99~~ \$20.99
- Frozen Lumpia Shanghai**
Buy 2 save \$5.00
Buy 3 save \$8.00
- Halo-Halo**
~~\$4.99~~ \$3.99
- Wheat Pan de Sal**
~~\$1.99~~ 99¢
Limit 1
- Iced Cappuccino**
~~\$1.99~~ \$1.79
- Kutsinta**
~~\$2.99~~ \$1.99
- Lasagna Platter**
~~\$49.99~~ \$39.99

Visit Any of Our Participating Locations:

- *Cerritos (562) 924-5990
- *Eagle Rock (323) 543-2676
- *Panorama (818) 891-5253
- *Los Angeles (213) 382-2351
- *West Covina (626) 964-1811
- *North Hills (818) 895-9100 (In Seafood City)

Historic Filipinotown Festival 2009 to be hosted by Salakot Restaurant

SALAKOT RESTAURANT is the proud host of this year's press conference for Historic Filipinotown Festival 2009. The recently opened restaurant boasts of not only delicious home cooked meals at affordable prices but is said to be one of the very few food establishments whose ambience is almost as impeccable as their food not to mention the service.

The press conference will have among its attendees the original superstar Nora Aunor with Bernardo Bernardo and jazz artist Mon David, winner of the London International Jazz Competition 2006. Other Jazzphil USA artists will be there as well namely Charmaine Clamor, Abe Lagrimas among others. The Press Conference area is by invitation only but other areas of Salakot Restaurant will be open as usual to the public for business. This year's major sponsors include Asian Journal, ABS-CBN, Filammation.com and many more. For more information on booths as well as sponsorship opportunities, please email tmtsugay@aol.com or call 818-915-3558. You may also visit www.historicfilipinotown.org.



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