

September 27, 2012



The Original SoupMan® Heats up the Soup Aisle of Safeway With New Shelf-Stable Cartons

SOUP FOR YOU! The Original SoupMan Now Available in More than 1,400 Safeway, Vons, Pavilions, Dominick's, Randalls, Tom Thumb and Carrs stores

NEW YORK, Sept. 27, 2012 /PRNewswire/ -- SoupMan, Inc. (OTCBB: SOUP) announced today [The Original SoupMan®](#) - the long-adored and best-tasting soup brand in the world, and inspiration for the famous "Soup" episode on Seinfeld – is now available for the first time in new shelf-stable, eco-friendly cartons in the soup aisle of more than 1,400 Safeway (www.Safeway.com) and Safeway-owned grocery stores across the United States.

The Original SoupMan shelf-stable soups feature the same obsessive perfectionism and eclectic varieties for which the brand is famous, starting with Lobster Bisque, Chicken Noodle, Lentil and Tomato Bisque. The four varieties of The Original SoupMan soups are now available in fine supermarkets and retailers across the United States. Suggested retail price is \$3.79 to \$3.99 for a two-serving, 17.3 oz. carton.

"Our new shelf-stable packaging, featuring two delicious servings in every eco-friendly carton, makes it easier than ever for soup lovers to enjoy gourmet quality soups from The Original SoupMan at friendly prices," said Arnold Casale, CEO of SoupMan, Inc.

The innovative, shelf-stable Tetra Recart carton package maintains the impeccable taste and quality standards that made The Original SoupMan famous, while allowing consumers to now find The Original SoupMan in the soup aisle, along with Campbell's® and Progresso® [soups](#), where over \$6 billion in soup purchases occur annually.

For additional information or to request interviews with The Original SoupMan partners and brand ambassadors — Shaquille O'Neal, Jason Alexander and Reggie Jackson — or with Tim Gannon, co-founder of Outback Steakhouse and SoupMan, Inc. Board Member along with other members of management, please contact Blue Wolf Communications at 516-767-WOLF (9653) or via email at nick@bluewolfden.com.

About SoupMan, Inc.:

In 1984, The Original SoupMan opened its doors at 55th Street & 8th Avenue in Manhattan. The tiny storefront quickly became a worldwide destination. Rated #1 by Zagat

and praised by *The New York Times* as "Art, not Soup," it set the standard for innovation and excellence long before the famous Seinfeld episode made it a cultural icon. The Company's franchise operations include highly visible locations in the Mohegan Sun Casinos and more. The Company's branded soup is also being offered by Tim Horton's, Earl of Sandwich and other leading QSRs. The Original SoupMan products are now available nationally in innovative shelf-stable cartons for sale in the soup aisle of major supermarket chains. The Company also distributes its products through the food service channel, including school lunch programs. Shaquille O'Neal serves as an advisor to and equity partner in the Company, as does Mr. October, Reggie Jackson and Emmy® and Golden Globe® nominated and Tony Award® winning actor Jason Alexander. In addition, Tim Gannon, the co-founder of Outback Steakhouse, is The Original SoupMan Culinary and Business Director and Board Member. SoupMan, Inc., parent company of The Original SoupMan (www.originalsoupman.com), is a fully reporting public company trading on the OTC Bulletin Board® (OTCBB) under the ticker symbol SOUP. For additional information on SoupMan, Inc., please visit <http://www.soupmaninc.com>. Learn more at <http://www.originalsoupman.com>, follow us on Twitter [@OriginalSoupMan](https://twitter.com/OriginalSoupMan) and "Like" us on [Facebook](https://www.facebook.com/OriginalSoupMan).

Safe Harbor Statement:

This press release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The forward-looking statements are based on current expectations, estimates and projections made by management. The Company intends for the forward-looking statements to be covered by the safe harbor provisions for forward-looking statements. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," or variations of such words are intended to identify such forward-looking statements. All forward-looking statements in this press release are made as of the date of this press release, and the Company assumes no obligation to update these forward-looking statements other than as required by law. The forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those set forth or implied by any forward-looking statements, such as our ability to implement our marketing plan, raise sufficient capital to implement the plan and comply with our on-going obligations to our senior secured creditor, and the risk factors discussed in the Business and Management's Discussion and Analysis sections in our Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and Current Reports on Form 8-K. Copies of these filings are available on the Company's website www.soupmaninc.com and at www.sec.gov.

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