



For Immediate Release

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Snikiddy® Welcomes All-Natural Baked Fries to the Family

Company launches new crispy, crunchy healthful snack line for kids

BOULDER, Colo. (Jan. 12, 2010) – Snikiddy®, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for families – introduces another delicious and healthy addition, Snikiddy® All-Natural Baked Fries.

“We are excited about the newest addition to the Snikiddy® family,” said Mary Schulman, Snikiddy®’s founder and EVP of marketing. “We are thrilled to offer a healthful tasty alternative to the typical fried snacks such as potato chips, veggie sticks and veggie chips. In addition, our Baked Fries are gluten free, adding another great snack option for families living a gluten-free lifestyle. The crunchy, savory baked fries have 50 percent less fat than regular potato chips, making them a favorite of families seeking out healthy snack options.”

The new All-Natural Baked Fries come in a variety of flavors including: Original, Cheddar Cheese, Parmesan Garlic and Classic Ketchup. The Baked Fries join the existing line of Snikiddy Snacks® made with simple and pure ingredients including real cheese and potatoes. Unlike most conventional snacks, every single Snikiddy Snack® is gluten and wheat free, and made without hydrogenated oils, high-fructose corn syrup, artificial flavors, colors and preservatives.

The Baked Fries are available in Sharing Packs®, which contain four to five servings per container, SRP: \$2.49. Snikiddy Snacks® can be found in Whole Foods Market, Toys“R”Us, Safeway and Kroger stores nationwide.

About Snikiddy Snacks®:

Founded in 2006 by Janet Owings and Mary Schulman, (a mother/daughter team) with a passion for children’s health, Snikiddy produces Snikiddy Snacks® - great tasting, family-friendly snacks including Cheese Puffs and Baked Fries available in a variety of flavors and developed for kids and families. Made with the highest quality, simple and wholesome ingredients including real cheese and potatoes, Snikiddy Snacks® are perfect for lunchboxes, after school, and on-the-go snacks. They are available in Sharing Packs®, which contain four to five servings per container and leading varieties are available in Multi-Packs (bag of 6 snack packs) and/or individual snack packs. Snikiddy Snacks® are sold in natural and conventional grocery stores across the country and Toys“R”Us, as well as online through Amazon.com and PeaPod.com. Founded in Bethesda, Md., the company also operates out of Boulder, Colo. For more information, visit www.snikiddy.com.

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