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Contact: Heather Willison, [heather@snap-pr.com](mailto:heather@snap-pr.com), 303.517.2272

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## **Snikiddy Snacks® Introduces New Sales Team at Natural Products Expo West Booth # 2109, Mar. 14-16**

*Industry Veterans Hunt Killough & J.P. Mackey join the Snikiddy Team*

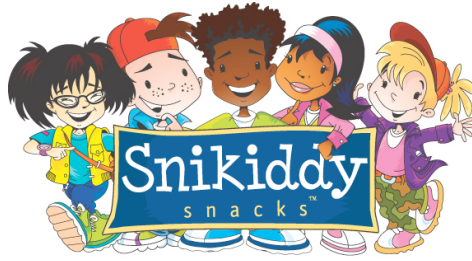
BOULDER, Colo. (Mar. 12, 2008) – Snikiddy, LLC, manufacturer of Snikiddy Snacks® - an organic and nutritious snack brand for children – will showcase its organic product line and introduce its new sales team at the Natural Products Expo West Show in Anaheim, Calif., Mar. 14-16, at booth # 4157.

“We are excited to have Hunt and J.P. on board at Snikiddy and are thrilled to introduce them to the natural products industry at our booth at Expo West,” said Mary Schulman, Snikiddy’s founder and EVP of marketing sales. “Both Hunt and J.P. have extensive natural and specialty food sales backgrounds, as well as the hands-on experience needed to grow a small brand into a national success story. Their combined knowledge, relationship network and high level of professionalism are just what we need to support the Snikiddy brand and take the company to the next level.”

Killough joins Snikiddy as the vice president of sales and will lead the company’s entire sales organization, while Mackey joins the company as director of sales and will focus on the management of natural channel sales. Both most recently held sales positions at Jones Soda Co., worked together at the IZZE Beverage Company, and started their sales careers at Nantucket Nectars. In addition, both Killough and Mackey hold Master in Business Administration degrees from the University of Denver.

As vice president of sales at Jones, Killough was responsible for natural foods, foodservice and direct-to-retail sales, and managed 20 percent of the Jones business, including national customer relations with Panera Bread and Barnes & Noble. While at Jones, he led the nationwide rollout of the 24c brand and increased revenue in 2007 from \$175,000 to \$1.75 million. Prior to his time at Jones, Killough served as the vice president of national account sales at IZZE Beverage Company where he managed over 45 percent of the business through customers such as Starbucks, Target and Costco. His experience at Jones, IZZE and Nantucket Nectars led to his current extensive knowledge of various distribution networks including natural, DSD, broad line and specialty foods.

As director of sales at Jones, Mackey also concentrated on natural foods, foodservice and direct-to-retail sales and assisted Killough in the national rollout of the 24c brand, and was responsible for the national authorization of the 24c powder line at Whole Foods Market®. Prior to Jones, Mackey served as the key accounts manager and Eastern division marketing manager at Odwalla where he increased sales sixty percent among Midwestern retail chain customers. Before joining Odwalla, Mackey spent two years at IZZE Beverage Company as the Colorado and Midwest regional sales manager, and held the honor of being the first-ever regional sales manager at the company.



*Snikiddy Expo West & Sales Team, p.2*

Both Killough and Mackey are looking forward to joining the Snikiddy family. “What really attracted me to Snikiddy was the opportunity to work with a company that seemed to have all the right elements to be successful,” said Killough. “Intelligent, hard-working, good people with track records of success in and out of natural foods, the desire to build a first-rate team across all facets of the company, a truly great tasting line of products which are emerging as market leaders in the organic snack category, a fundamental desire to make a positive impact in our communities through its various non-profit partnerships such as Vitamin Angels, and a very clear vision of where they see themselves three to four years down the road”

“I am excited to be a part of a young, innovative brand that has the ability to create true, organic solutions for parents like myself,” said Mackey. “The current Snikiddy team has great vision that has set the foundation for a brand that can bridge the gap between many distribution channels, satisfy evolving consumer concerns, and simply appeal to people of all ages. I am truly enthused by the opportunity to help this team take Snikiddy Snacks to the great heights it is destined for.”

*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® - delicious, fun-to-eat organic Cheese Puffs and Cookies available in a variety of flavors and developed for kids and families. Made with the highest quality organic ingredients (including Rapadura whole organic cane sugar) from original family recipes, Snikiddy Snacks® are perfect for lunchboxes, after school, and on-the-go treats. They are available in individual Snack Pack sizes, Adventure Packs (boxes of five snack packs), and Sharing Packs™, which contain four to five servings per container. Cheese puffs include Rockin’ Ranch, Pizza Pie, Grilled Cheese and new Mac n’ Cheese flavors. Cookies include Chocolate Chippers, Cherry Oaties, and Banana Nibbles flavors. Snikiddy Snacks® are sold in natural and conventional grocery stores across the country, as well as online through Amazon.com and PeaPod. Founded in Bethesda, Md., the company also operates out of Boulder, Colo. For more information, visit [www.snikiddy.com](http://www.snikiddy.com).

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