



For Immediate Release

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Snikiddy® Showcases New Nacho Cheese Puffs at Natural Products Expo East Booth #1672, Sept. 24-26

Company also debuts complete line of puff snack packs available for foodservice

BOULDER, Colo. (Sept. 21, 2009) – Snikiddy®, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for kids– showcases its new Nacho Cheese Puffs at the Natural Products Expo East Show in Boston, Sept. 24-26, at booth #1672. In addition, the company will also be debuting its new full line of puff snack packs – now available for foodservice.

“We are excited to return to this year’s Expo East to introduce our newest addition to the Snikiddy® family,” said Mary Schulman, Snikiddy®’s founder and EVP of marketing and sales. “Given the recent increased awareness of gluten intolerance we are thrilled to offer our Nacho Cheese Puffs to those living a gluten-free lifestyle, as well as to families who are simply seeking out a great tasting and healthy snack. Packed with cheddar cheese and bold Southwest flavor and made from real, all-natural ingredients, the new Nacho Cheese Puffs are a sure family favorite.”

The new Nacho Cheese Puffs join the existing line of Snikiddy Snacks® Puffs and Cookies that are made with simple and pure ingredients including real cheese, butter and unrefined cane sugar. Unlike most conventional snacks, every single Snikiddy Snack® is absolutely free of trans fats, hydrogenated oils, high-fructose corn syrup, artificial flavors, colors and preservatives.

The Snikiddy Snacks® line is now available in newly redesigned, waste efficient packages in Whole Foods Market, Toys“R”Us, and Safeway 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, kid-friendly snacks including Cheese Puffs and Cookies available in a variety of flavors and developed for kids and families. Made with the highest quality, simple and wholesome ingredients including real cheese, butter and unrefined cane sugar, 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 top flavors are available in Multi-Packs (bag of 6 snack packs). Cheese puffs include Mac n’ Cheese, Grilled Cheese, Pizza, and Nacho Cheese varieties. Cookies include Chocolate Chip Bites, Oatmeal Chocolate Bites, and Chocolate Chocolate Bites varieties. 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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