



For Immediate Release

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## Snikiddy® Showcases New Mac n' Cheese Puffs at Natural Products Expo East Booth # 1722, Oct. 16-18

*Snikiddy® also to introduce new Vitamin Angels partnership in Boston*

BOULDER, Colo. (Oct. 13, 2008) – Snikiddy®, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for kids– showcases its new Mac 'n Cheese puffs and its new partnership with Vitamin Angels at the Natural Products Expo East Show in Boston, Oct. 16-18, booth #1722.

Snikiddy Snacks®' new partnership with Vitamin Angels, a nonprofit organization dedicated to providing vital nutrition to those in need internationally and domestically, will occur through sales of the company's newest offering – Mac n' Cheese puffs. Snikiddy® will donate \$.10 to the Vitamin Angels' Operation 20/20 for every unit of Mac 'n Cheese sold in an effort to eradicate childhood blindness caused by vitamin A deficiency worldwide by the year 2020.

“We are excited to introduce Mac n' Cheese puffs as our newest addition to the Snikiddy® family and promote our partnership with Vitamin Angels at this year's Expo East,” said Mary Schulman, Snikiddy®'s founder and EVP of marketing and sales. “Snikiddy Snacks® were created not only to provide simple, wholesome and healthier alternatives to kids' favorite snacks, but to also advocate healthy living for children everywhere. Now with our new Mac n' Cheese puffs, kids can enjoy the taste of a traditional family favorite while helping a great cause that is very dear to our hearts here at Snikiddy®.”

The new Mac n' Cheese Puffs joins the existing line of Snikiddy Snacks® Puffs and Cookies that are made with simple and pure ingredients including real cheese, butter, whole wheat flour 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.

### *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, whole wheat flour 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 Adventure Packs (boxes of five snack packs). Cheese puffs include Grilled Cheese, Pizza Pie, Rockin' Ranch and new Mac n' Cheese varieties. Cookies include Chocolate Chippers, Cherry Oaties, and Banana Nibbles varieties. Snikiddy Snacks® are sold in natural and conventional grocery stores across the country, Target 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](http://www.snikiddy.com).

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