



For Immediate Release

Contact: Sylvia Henry, sylvia@snap-pr.com, 720.475.6088

Snikiddy Snacks® Introduces New Nacho Cheese Puffs, Chocolate Chocolate Bites and Oatmeal Chocolate Bites

Brand refresh and new offerings complement Snikiddy's original product line

BOULDER, Colo. (May 19, 2009) – Snikiddy®, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for families– introduces its newest product offerings: Nacho Cheese Puffs, Oatmeal Chocolate Bites and Chocolate Chocolate Bites.

“We are thrilled to introduce our consumers to an even better line of Snikiddy products, as we’ve freshened up our brand and boosted our product offerings with added benefits,” said Mary Schulman, Snikiddy’s co-founder and EVP of marketing. “With real, all-natural ingredients, the new Nacho Cheese Puffs are sure to be a family favorite and complement our existing variety of puffs. Now customers have four great puff options to enjoy a gluten-free, wholesome and healthy snack. We are equally excited to present our new cookie offerings as they are not only delicious but also contain a good source of whole grains and fiber.”

In addition to the new Oatmeal Chocolate Bites and Chocolate Chocolate Bites, the Snikiddy® line also includes the newly renamed Chocolate Chip Bites. Known previously as Chocolate Chippers, they are packed full of chocolate chips and whole grains, and also contain the added nutritional benefits of whole grains and fiber in a nutritious and delicious treat.

The new offerings join 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.

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, 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 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.

###