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**KIM & SCOTT'S GOURMET PRETZELS® INTRODUCES ITS
STUFFED SPINACH FETA PRETZEL WITH FLAX AT NATURAL PRODUCTS EXPO EAST**

NEW YORK – (September 26, 2007) Kim & Scott's Gourmet Pretzels® introduces its Stuffed Spinach Feta Pretzel with Flax for retail (in a frozen 4-pack) and wholesale at the *2007 Natural Products Expo East* in Baltimore (Booth 2846). The savory soft pretzel, made with the fresh ingredients of Mediterranean cuisine including organic whole grains, healthful fresh chopped spinach, crumbles of feta cheese and a touch of garlic and spices, makes this pretzel the perfect meal or snack for the entire family.

Spinach, a “super-food” rich in nutrients and low in calories gets an extra boost from the 1.5g of ALA Omega-3's per serving in this pretzel. “What we love about this pretzel is that it is an incredibly easy way to get even the pickiest eaters in your home to get all the amazing benefits from eating spinach,” says company Chief Operating Officer, Scott Holstein. “Like all of our pretzels, we use all-natural ingredients and hand-twist each pretzel in our Chicago bakery.”

The launch of the Stuffed Spinach Feta Pretzel with Flax marks Kim & Scott's seventh product to be available in grocers' freezers throughout the country. Others include: Chocolate Crumb, Apple Cinnamon, Stuffed Pizza Pretzel™, Sourdough Parmesan, Stuffed Grilled Cheese Pretzel™ and Traditional Bavarian.

Like all of Kim & Scott's Gourmet Pretzels, the Spinach Feta is all-natural, trans-fat and peanut free, low in cholesterol and a good source of whole grains. The 3.5-ounce pretzels, sold in a 4-pack retail box, will be available nationally in the frozen sections and specialty all-natural frozen sections of grocery stores, including Albertsons, Wegman's, Whole Foods and Wild Oats. They are also available online at www.kimandscotts.com along with dozens of other sweet or savory flavors.

Kim & Scott's Gourmet Pretzels are perfect for snacks, desserts, kids' lunches and lunches on the go – just warm and serve.

About Kim & Scott's Gourmet Pretzels

Since 1995, Kim and Scott Holstein, co-founders of Kim & Scott's Gourmet Pretzels, have grown their business from the kitchen in Kim's studio apartment to a national presence selling millions of pretzels each week via grocery store chains like Albertsons, Jewel, Wild Oats and Whole Foods. In addition, their pretzels can be found at Loews Theaters, Border's Books & Music, Barnes & Noble, and via regular appearances on QVC, where they sold more than 150,000 pretzels in just 12 minutes when they debuted on the network. They have also been named “entrepreneurs to watch” by *Entrepreneur Magazine*, profiled by the Food Network's *Road Tasted* with the Deen Brothers, CNBC's *The Big Idea* with Donny Deutsch, *USA Today* and selected as one of 100 top urban entrepreneurs by *Inc Magazine*. Kim & Scott's bakery is located in Chicago and the first-ever Pretzel Bakery & Twisting Café and is located at Kohl Children's Museum outside of Chicago. For more information, please visit kimandscotts.com or call (800) 57-TWIST.

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