

--For Immediate Release--

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Kim and Scott's Gourmet Pretzels Announces New Director of National Retail Sales

CHICAGO, IL – February 29, 2008—Privately held, woman-owned Chicago food manufacturer **Kim and Scott's Gourmet Pretzels, Inc.** is pleased to announce Rick B. Bauman is their new Director of National Retail Sales.

Said owner, co-founder, CEO and Chief Inspiration Officer, Kim Holstein, "We conducted a nationwide executive search for many months, and we are thrilled to have found Rick Bauman." Added co-founder, co-owner and COO Scott Holstein, "His career path made him an attractive candidate, and we are lucky to have him on board." Said Bauman, "The Kim and Scott's story is wonderful, and their all-natural, gourmet pretzel products are simply amazing. I'm very excited to be part of the explosive growth that Kim and Scott's Gourmet Pretzels will experience in the years to come."

Bauman's most recent position was Vice President of Sales and Marketing for OnTech Operations Inc. During his employment at OnTech, Bauman was responsible for the launch of Hillside Self Heating Beverages, now in global distribution. Previous to OnTech, Bauman was the National Retail Sales Director for Windsor Foods. During his tenure at Windsor, Bauman helped to create and launch the José Olé brand of premium frozen Mexican food products into national distribution. Rick also worked for Nestlé USA for 10 years where his experience included various sales and marketing roles culminating in the position of Director of Corporate Accounts. In all, Bauman brings over 20 years of senior level grocery industry sales experience to Kim and Scott's Gourmet Pretzels. Bauman holds a B.S. degree from California State University, Northridge. Bauman will be based in San Clemente, CA.

About Kim & Scott's Gourmet Pretzels

Since 1995, Kim & Scott's Gourmet Pretzels co-founders Kim and Scott Holstein have grown their business from the kitchen in Kim's Chicago studio apartment to a national presence, selling millions of pretzels weekly via grocery store chains like Albertsons, Jewel, Wild Oats and Whole Foods. Their pretzels also can be found at Borders Books & Music, Barnes & Noble, and via regular appearances on QVC, where they sold more than 150,000 pretzels in just 12 minutes during their network debut. They have also been named "Entrepreneurs to Watch" by *Entrepreneur Magazine*, profiled by the Food Network's *Road Tasted* with the Deen Brothers and Al Roker's *Roker on the Road*, 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; the nation's first Pretzel Bakery and Twisting Café is located at Kohl Children's Museum outside of Chicago.

About Pretzels For Peace™ Program

Pretzels for Peace™ is an initiative of Kim & Scott's Gourmet Pretzels that delivers a strong company commitment to making a difference in the world community, with the purpose of helping to bring peace throughout and making the world a better place. Kim & Scott's Gourmet Pretzels strives to support organizations that fight all forms of bigotry and discrimination, educate children, promote peace in communities, and overall make a positive difference in our world. For more information, please visit www.kimandscotts.com or call (800) 57-TWIST.

