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**KIM & SCOTT'S GOURMET PRETZELS™ SUPPORTS BREAST CANCER ORGANIZATIONS
WITH ITS NEW PINK RIBBON PRETZEL**

Stuffed Cinnamon Roll Pretzel is Drizzled with Pink White-Chocolate

CHICAGO – (October 1, 2007) Kim & Scott's Gourmet Pretzels™ is pleased to announce its new Pink Ribbon Pretzel available throughout October, National Breast Cancer Month, benefiting organizations that provide information, resources and emotional support to those touched by breast cancer. The specially-created pretzel, hand-twisted in the shape of the breast cancer awareness ribbon, and topped with a pink white-chocolate drizzle is an all-natural twist with the center of a cinnamon roll in every bite.

The four-ounce Pink Ribbon Pretzel will be available online at www.kimandscotts.com or by calling 800-57-TWIST in two delicious sampler packs throughout the month: The "Twist for the Cause" pack: 12 Pink Ribbon Pretzels or the "Pink Ribbon Sampler" pack that includes 2 Pink Ribbon Pretzels, 2 Chocolate Crumb Pretzels, 2 Apple Cinnamon Pretzels, 2 Pizza Pretzels, 2 Sourdough Asiago and 2 Traditional Bavarian pretzels.

"Like so many other families, my immediate family has been recently touched by breast cancer," states Kim Holstein, Kim & Scott's Gourmet Pretzels co-founder and chief inspiration officer. "This is an important step for our company to take and we look forward to a long future continuing to support breast cancer causes."

For Chicagoans and visitors to the city, the Pink Ribbon Pretzel will also be featured at Kim & Scott's Twisting Café, located at Kohl Children's Museum of Greater Chicago. There, guests are invited to literally twist for the cause with Kim & Scott's Twist 'N Top™ activity where children twist, decorate and paint their very own pretzel creation.

Like all of Kim & Scott's Pretzels, the Pink Ribbon Pretzel is all-natural, trans-fat and peanut free, low in cholesterol and a good source of whole grains. This pretzel, and dozens of other sweet and savory pretzels, is available online at www.kimandscotts.com or by calling 800-57-TWIST.

Kim & Scott's Gourmet Pretzels are perfect for snacks, desserts, kids' lunches and on-the-go meals and snacks – 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, Borders 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 and Twisting Café is located at Kohl Children's Museum outside of Chicago.

Kim & Scott's Pretzels For Peace™ program delivers a strong company commitment to make a difference in the world community. In addition to its support of breast cancer organizations, Kim & Scott's also donates pretzels to MS walks, Special Olympics and food banks. The company also matches employees' contributions to breast cancer charities. Kim & Scott's Gourmet Pretzels works to make a positive difference in the community by fighting all forms of discrimination and educating and supporting inner-city children through its school/work programs.

For more information, please visit www.kimandscotts.com or call (800) 57-TWIST.

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