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**KIM & SCOTT'S GOURMET PRETZELS® INTRODUCES ITS FIRST
EMPOWERED PRETZEL™ AVAILABLE ONLINE AND TO WHOLESALE**

Chicago – (January 9, 2008) To make your New Year's resolutions easier to keep, Kim & Scott's Gourmet Pretzels® (K&SGP) introduces its Empowered Pretzel™, the first of the company's "Empowered Energy Pretzel" line that offers a healthful twist on the traditional pretzel. The pretzel is available wholesale or directly to consumers online at www.kimandscotts.com or by calling the company at 1-800-57-TWIST.

The six-ounce heart-healthy Empowered Pretzel is 'empowered' with 2 grams of ALA Omega-3 fatty acids. It is dairy and cholesterol-free, low in sodium and fat and high in fiber. It also provides an excellent source of protein, dietary fiber, calcium, Vitamin B1; a good source of iron, magnesium and monounsaturated fats; and is an excellent source of Vitamin E.

The Empowered Pretzel starts with K&SGP's whole-grain Bavarian recipe with added flax seeds, sunflower seeds, sesame seeds, organic wheat flour and soy protein. The pretzel is then topped with golden flax seeds, sesame seeds and sunflower seeds for a tasty crunch.

"The launch of this pretzel continues our company goal of providing healthful snack and meal options that both adults and children love," says K&SGP co-founder and president, Kim Holstein. "We look forward to adding more flavors to our Empowered Energy Pretzel line in the coming months."

Like all of the company's pretzels, the Empowered Pretzel is all-natural, trans-fat and peanut free, low in cholesterol, a good source of whole grains and is hand-twisted in K&SGP's Chicago bakery.

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, 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.

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

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