

Pretzels Planting Trees? One Company's Twisted Earth Day Tribute

Chicago, IL—APRIL 16, 2008—Honoring Earth Day is serious business at Kim and Scott's Gourmet Pretzels. The Chicago-based company launched their "Green Twist Program" on April 1, 2008, planting a tree in tribute of Earth Day for every online order placed this month. The positive feedback encouraged owner and CEO Kim Oster-Holstein and her husband, COO Scott Holstein, to continue their eco-friendly efforts. Today they are pleased to announce the year-round expansion of the Green Twist Program, committing their company to planting a tree for every new online membership to their Pretzel Club at KimandScotts.com. Membership is free and no purchase is required. The company is partnering with Trees for the Future, an organization founded in 1989 with the goal of planting 10 million trees on 2008.

Said Kim Holstein, "We are very focused on being an eco-friendly organization and minimizing our carbon footprint. It is our hope that millions of trees will get planted this month because of our generous customer family." Added **Scott Holstein**, "Since 20% of green house gases today are produced from burning old growth, carbon rich rainforests, we want to help offset this devastation by planting as many trees as we can. This is our way of showing the business community that every company *can* make a difference in our world."

For more information on Kim and Scott's Gourmet Pretzels, please visit www.kimandscotts.com. For more information on Trees for the Future, please visit www.Treesfff.org.

About Pretzels for Peace™

Pretzels for Peace™ is an initiative of Kim & Scott's Gourmet Pretzels delivering a strong company commitment to making a difference in our world community, by helping to bring peace throughout. Kim & Scott's Gourmet Pretzels strives to support organizations fighting all forms of bigotry and discrimination, educating children, promoting peace in communities, and making a positive difference in our world.

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 each week via grocery store chains like Albertsons, Safeway, 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.