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For Immediate Release

RYAN DECENZO MEETS HIS EXTREME TASTE MATCH WITH SOUR JACKS[®] CANDY SPONSORSHIP

-Ryan Decenzo X Games 2010 Bronze Medalist Skates Sour Jacks[®] Brand To The Masses-

Closter, N.J., June 29, 2011 – Pucker up America!- here is your chance to win a trip for two to X Games, special guest tickets to the street skating competitions and a skate along with 2010 Bronze Medalist Ryan Decenzo. Sour Jacks[®] candy will be at the X Games, and is offering one lucky fan an experience of a lifetime at this summer's games in Los Angeles, with the *Sour Jacks[®] Flyaway Sweepstakes to X Games 17*.

One of the first reality showcases, X Games has a long history of excitement and action from the athletic competition to the bands and the interactive events in X Fest. Sour Jacks[®] too, has a notable history as one of the most popular sour, chewy candies and movie theatre snacks. Bringing the screen to life, Sour Jacks[®] is looking to give the winner a shot at their own 5-minutes of fame.

Entering is easy. Visit the Sour Jacks[®] Facebook page, complete the official entry form and like us to be entered into the sweepstakes to win a trip for two to Los Angeles, lodging and passes to the games. Contest closes July 18, 2011. The complete rules are listed on the Sour Jacks[®] Facebook page.

In the business of having fun, Ryan considers a kickflip crooked grind on a massive ledge his type of business. Skating in his native Vancouver, Canada since the age of 13, he now spends time skating across the globe in competitions. He will stop by the Sour Jacks[®] booth in X Fest at X Games 17 to sign autographs.

“When I’m not skating, I like to hang with my lady and my friends at the movies,” said Ryan. “That's where I discovered Sour Jacks[®]. They are delicious and I honestly can’t get enough of them.”

Sour Jacks® Snapshots

Sour Jacks® will have an interactive space in village Fest at this year's X Games 17, complete with a photo booth where consumers and athletes alike can stop by to have their best pucker face photo taken. To prepare for the photo, simply grab a sample of the Sour Jacks® sour, chewy candy, chew and you're on your way to a true pucker face. You'll get to see firsthand why Sour Jacks® are Sour, Sweet and Good To Eat! Fans can also try their moves on the X Fest Interactive Mini Ramp and show us their best moves during the daily Sour Jack® Best Trick promotion! Forgot your board? Not to worry, in addition to the samples and photos, there will be branded skateboards given away to lucky fans.

About Promotion In Motion

The Promotion In Motion Companies, Inc. is one of North America's premier makers of confections, fruit snacks and other snack food products, and has been named one of the top 100 candy companies globally. The company's proprietary and licensed brands include WELCH'S® Fruit Snacks and Fruit 'n Yogurt™ Snacks, JUICEFULS™ Juice Filled Fruit Snacks, FRUIT ROLLERS Wind'em-Ups™ Fruit Rolls, SUN MAID® Milk Chocolate Raisins, My M&M'S® Brand Chocolate Candies, FISHER® Milk Chocolate Peanuts, TUXEDOS® Milk Chocolate Almonds, SOUR JACKS® Sour Candies, NUCLEAR SQWORMS® Sour Neon Gummi Worms, BUDDY BEARS® Gummi Bears, TOGGI® Fine European Chocolate Wafers, BAKE SHOPPE™ Cookie Dough Miniatures™ and more. Its subsidiaries and affiliates include Promotion In Motion Canada, Inc., Grupo de Alimentación Promoción en Moción México, S. de R.L. de C.V., Promotion In Motion UK, Ltd., Farmer's Choice Food Brands and PIM Brands LLC.