

Media Kit



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The Promotion In Motion Companies, Inc.

Background

The Promotion In Motion Companies, Inc. (PIM) is one of North America's leading manufacturers and marketers of popular brand name confections, fruit snacks, and other snack foods. Incorporated in 1980 by its current President and CEO, Michael G. Rosenberg, based in Closter, New Jersey, the company is privately owned and is one of the 100 largest candy companies in the world.

Promotion in Motion manufactures and markets licensed, proprietary and private label brands produced largely through its manufacturing subsidiary, PIM Brands, LLC, located in Somerset, NJ. The company also has wholly-owned subsidiaries in the U.K., Canada and Spain and maintains offices, warehouses and manufacturing sites throughout the U.S.A., Canada and in other locations worldwide.

PIM's proprietary and licensed brands include:



WELCH'S® Fruit Snacks



SUN-MAID® Milk Chocolate Raisins



SOUR JACKS® Sour Candies



FISHER® Milk Chocolate Peanuts



BUDDY BEARS® Gummi Bears



TOGGI® Imported Chocolate Wafers



NUCLEAR SQWORMS® Sour Neon Gummi Worms



TUXEDOS® Milk Chocolate Almonds



BAKE SHOPPE™ Cookie Dough Miniatures™



Brand Highlights

- WELCH'S® Fruit Snacks – fastest-growing national fruit snack brand; rated among top vending machine snacks for taste and nutrition by *Fitness Magazine* in Jan. 2009
- WELCH'S® Fruit Snacks *Island Fruits* variety was launched in Jan. 2009
- WELCH'S® Fruit 'n Yogurt Snacks launched Jan. 2008
- My M&M's® Range of 21 colors- Began producing and marketing in specialty channels in 2009
- SUN-MAID® Milk Chocolate Raisins – Leverages the equity of America's top-selling raisin brand; A leading candy item in national theatre chains (4 of top 7 chains); the #1 Milk Chocolate Raisin in SAM's Club
- SOUR JACKS® - A leading brand in the top U.S. theatre chains
- FISHER® Milk Chocolate Peanuts – Outperforms competitors in consumer taste tests; the leading Milk Chocolate Peanut in Vending
- NUCLEAR SQWORMS® - #1 Sour Candy in Fundraising and Foodservice

Business Highlights

- Consistently delivering double-digit annual growth for more than 10 straight years, without a single acquisition
- # 69 among the top 100 Global Confectionery Companies in 2009
- Strong new product pipeline
- Leader in industry innovation
- State-of-the art, 17 acre, 300,000 sq. ft. manufacturing facility in Somerset, NJ
- Dedicated R&D Lab

Distribution Channels

Consumers can find Promotion In Motion's proprietary and licensed brands in multiple distribution channels throughout North America. Beyond the traditional outlets of supermarkets, mass merchants, warehouse clubs, drug stores and convenience stores, the company has excelled in driving growth through movie theatres, vending machines, schools, stadiums, theme parks, fundraising kits and countless other locations.

Michael Rosenberg, President and CEO



Michael Rosenberg has the candy business in his veins. Mr. Rosenberg comes from a three-generation family of bakers, candy and food manufacturers, importers and marketers. In 1979, while still a college student, Mr. Rosenberg started his own company from his college dormitory at American University and with just \$150, Rosenberg & Company was later transformed into The Promotion in Motion Companies, Inc. Thirty years later, "P.I.M." continues to expand and diversify domestically and worldwide and is one of the largest confectionery and snack food manufacturers in North America, and is one of the 100 largest in the world. In 1997 Mr. Rosenberg helped establish the inaugural ALL CANDY EXPO[®] and is a past and now current Chairman of the 2010 Expo as well as a member of the executive board of the National Confectioners Association. He is also founder of The American Candy Museum, and Board member of numerous charities and civic organizations.

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For logos or graphics, please contact us or visit the Promotion in Motion Website at www.promotioninmotion.com

