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### **Easter Bunny Hops to It at *Promotion In Motion* Company Announces Egg-citing NEW Holiday Product Lineup**

Closter, NJ, September 7, 2011 -- Promotion In Motion (PIM), manufacturers and marketers of America's favorite candy and fruit snack brands for over 30 years, debuts its Easter product lineup of fun favorites for 2012.

On trend with consumer demand, PIM has an array of both chewy (sour and sweet) and chocolate offerings in the perfect size for stuffing Easter baskets and colorful eggs. The holiday line brings movie-theater favorites to retail accounts nationwide. This year's products feature a new mixed variety pack as well as fun size value packages, including:

- **BunnyTreats™** – the new Sour and Sweet Combo Pack of chewy favorites: A mix of Welch's® Fruit Snacks, Sour Jacks® Sour & Sweet Chewy Candy (featuring Watermelon & Original flavors), and to really shake up the Easter basket, tart and tangy Nuclear SQworms™ Sour Neon Gummi Worms. Each combo bag contains 20 individual pouches.
- **Welch's® Fruit Snacks** (available in 22 and 44 pouches/bag) made with real fruit and real fruit juice.
- **Sun-Maid® Milk Chocolate Raisins** (18 pouches/bag) contain premium raisins drenched in custom-blended milk chocolate.
- **Sour Jacks® Mixed Variety Pack** (22 pouches/bag) includes the original cherry, orange, lemon and lime flavors, as well as the kids' favorite watermelon flavor.
- **Bake Shoppe™ Chocolate Chip Cookie Dough Miniatures™** (18 pouches/bag), with bite-sized cookie dough morsels, made with real butter, and covered in pure milk chocolate.
- **Nuclear SQworms™** (22 pouches/bag) are colorful creepy crawly candy that add fun to the Easter Basket, in combination flavors of sour lime, sour cherry, sour lemon, sour orange and sour pineapple.



### **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, TUXEDOS® Chocolate Almonds, FISHER® Chocolate Peanuts, 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, Grupo de Alimentación Promoción en Moción Iberica SA de CV Spain, Promotion In Motion UK, Ltd., Farmer's Choice Food Brands and PIM Brands LLC.

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