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Promotion In Motion Named One of New Jersey's Top 100 Privately Held Companies by *NJBiz* Magazine

Closter, NJ, August 23, 2011 -- The Promotion In Motion Companies, Inc., manufacturers and marketers of America's favorite candy and fruit snack brands for more than 30 years, has been named one of New Jersey's Top 100 Privately Held Companies by *NJ Biz* Magazine. The rankings are based upon estimated annual revenue.

The Promotion In Motion Companies (PIM) is one of North America's premier makers of popular brand-name confections, fruit snacks and other snack food products and is also ranked as one of the Top 100 global candy companies.

Founded in 1980 by Michael G. Rosenberg, PIM has become one of the largest privately owned employers in the State of New Jersey. The company is currently in the midst of a major expansion of its sprawling, 17-acre Somerset manufacturing complex, and is adding many new jobs despite the tepid economy. Lieutenant Governor Kim Guadagno recently visited the plant to meet PIM company management and toured the state-of-the-art manufacturing facilities, offering praise and pledging State support to ensure the continued creation of more jobs.

"At Promotion In Motion, our slogan is 'We Make the Brands You Love™,' and the prestigious ranking by *NJ Biz* proves that consumers do love our products," said Michael G. Rosenberg, Founder, President & CEO of The Promotion In Motion Companies, Inc.

PIM has achieved continuous double-digit growth in a competitive industry, vying for share against consumer giants such as Kellogg's, General Mills, Hershey, Nestle, Kraft and others.

The company's leading brands include Welch's® Fruit Snacks, Juicefuls™ Juice-Filled Fruit Snacks, Sun Maid® Milk Chocolate Raisins, My M&M'S® Brand Chocolate Candies, Fisher® Milk Chocolate Peanuts, Tuxedos® Chocolate Almonds, Sour Jacks® Sour Candies, Fruit Rollers Wind-Em-Ups™ Brand Fruit Roll-Ups and more.



PIM's products are sold at tens of thousands of retail outlets across North America as well as movie theatres, theme parks, stadiums and arenas, vending machines, school fundraising events, airports and countless other locations domestically and internationally.

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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