

PEEPS® Brand Candies Providing Prizes For Media Hosted Art Contests

February 11, 2009, Bethlehem, PA – Just Born, Inc., the makers of PEEPS® Brand Marshmallow Candies, anticipates continued interest in media-sponsored PEEPS® Diorama Contests this Easter. Last year, Just Born donated prizes to more than a dozen newspaper-hosted contests nationwide. The newspapers encouraged fans to show their creativity using PEEPS®. The PEEPS® Brand Team will again offer media outlets, at no cost, a “PEEPS® Brand Prize Package” for their 1st and 2nd place winners.

This year, the **First Place** prize will be a gift box which will include a new **Lenox®** China PEEPS® item, as well as PEEPS® candy.

The **Second Place** prize will be a Just Born gift box filled with some **Russ Berrie®** licensed items, such as PEEPS® Luggage Tags, PEEPS® Key Rings and a small Plush PEEPS® toy. In addition, PEEPS®, MIKE AND IKE®, HOT TAMALES® and PEANUT CHEWS® Brand Candies, will be included.

Chris Schneeweiss, Brand Manager of PEEPS®, commented, “While fans have always expressed their creativity with PEEPS®, their efforts have become more elaborate and sophisticated each year.”

Just Born, Inc. plans to work with last year’s media partners, while expanding into new venues. Over 15 media outlets including **The Washington Post** and the **Pioneer Press** will host their popular PEEPS® contests again while the **University of Chicago Magazine** has announced its first contest, becoming the first PEEPS® competition in the education sector.

Just Born, Inc. is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS®, HOT TAMALES®, MIKE AND IKE®, MIKE AND IKE® ZOURS® and TEENEE BEANEE® Brand Candies. PEANUT CHEWS® Brand Candies are produced in Philadelphia, PA. Just Born employs over 475 associates and markets its candy in over 45 countries. All Just Born candies are made in the U.S.A.

PEEPS®, Russ Berrie® and Lenox® images are available upon request.

Please contact Ellie Deardorff, 609.279.0977, edeardorff@justborn.com or Milena DeLuca, 609.921.1695, mdeluca@justborn.com.