

HOT TAMALES® Jelly Beans Join MIKE AND IKE® to Spice Up the Easter Season

Bethlehem, PA, Spring 2009—America’s favorite chewy cinnamon flavored candy, HOT TAMALES®, is heating up the bunny trail with three new jelly bean varieties for Easter. HOT TAMALES® Jelly Beans will join MIKE AND IKE® Jelly Beans to offer sweet and spicy selections for all jelly bean fans.



HOT TAMALES® introduces:

- **Cinnamon** - America’s favorite chewy cinnamon flavor in a jelly bean.
- **Assorted Spice** - A cool mix of jelly beans in wintergreen, cinnamon, peppermint, clove and spearmint flavors.
- **Licorice** - Each jelly bean is bursting with traditional licorice flavor.



The ever popular MIKE AND IKE® Brand Jelly Beans will return in two distinct flavor combinations:

- **Assorted Fruit** Jelly Beans deliver a fruity punch with Cherry, Lemon, Pineapple, Grape, Strawberry, Orange and Lime.
- **TANGY TWISTER®** Jelly Beans feature a mix of high intensity flavor twists with Cherry, Raspberry, Citrus Punch, Pineapple, and Apple.

Chris Schneeweiss, Brand Manager for Seasonal Brands, commented, “Our new HOT TAMALES® Jelly Bean varieties are great tasting and, like our popular MIKE AND IKE® Jelly Beans, offer a delicious choice of flavors that are sure to please the entire family.”

All of the HOT TAMALES® and MIKE AND IKE® Brand Jelly Beans are available in 9 oz and 14 oz bags.

Visit www.justborn.com for more information about the brands.

Just Born, Inc.

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.

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