

## NEW PEEPS® AND HOT TAMALES® LICENSED PRODUCTS TO LAUNCH THIS SPRING

**Bethlehem, PA, Easter 2009** – Just Born, Inc. has announced a number of exciting new licensing partners and programs. These new licensees will launch PEEPS® and HOT TAMALES® branded merchandise starting in spring 2009.

New licensing partners and products will include the following:

**Lenox** has developed a beautiful new line of PEEPS® porcelain and ivory fine china home décor and giftware products. Lenox's initial PEEPS® line will feature the PEEPS® bunny and chick icons. Each piece contains sculptural elements, washed in pastel colors and accented in 24-karat gold. The collection, which will be available at retail, online, and through direct sales, includes the following PEEPS® brand collectibles:

- Tea lights
- Sculpted figurines
- Salt and pepper shakers with a tray
- Egg platter
- Basket (with a personalized charm option)
- Easter ornament tree

**Russ Berrie** is launching an extensive new line of plush toys and other fun PEEPS® branded items including:

- Plush PEEPS® Chicks and Bunnies in a variety of sizes and colors
- Luggage tags and handle wraps
- Rhinestone-studded key rings
- Necklaces made with CRYSTALLIZED™- Swarovski Crystals.

**Hanna's Candle Company** will join Just Born with a line of candles and home fragrances including PEEPS®:

- Scented candles and candle toppers
- Passive diffusers
- Paper sachets
- Fragranced greeting cards

continued

**Houston Harvest** will be introducing:

- HOT TAMALES<sup>®</sup> brand popcorn in time for Valentine's Day '09. This cinnamon flavored popcorn treat will be available in a heart shaped box perfect for gifting to sweethearts.
- A PEEPS<sup>®</sup> line of marshmallow-flavored popcorn, available in various sizes and packaged assortments in a rainbow of PEEPS<sup>®</sup> colors for Easter.
- Both HOT TAMALES<sup>®</sup> and PEEPS<sup>®</sup> brand popcorn treats will be sold in gift and tin sets.

John Kerr, Just Born Director of Licensing, commented, "Consumers have a very strong connection and attachment to our candy brands. With the addition of these new licensing partners, our PEEPS<sup>®</sup> and HOT TAMALES<sup>®</sup> brand fans will be able to enjoy with their favorite brands more often and in different ways throughout the year. There is a real demand for licensed merchandise representing our popular brands, and we plan to continue expansion of the program with quality partners and products."

Just Born, Inc. is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS<sup>®</sup>, HOT TAMALES<sup>®</sup>, MIKE AND IKE<sup>®</sup>, MIKE AND IKE<sup>®</sup> ZOURS<sup>®</sup> and TEENEE BEANEE<sup>®</sup> Brand Candies. PEANUT CHEWS<sup>®</sup> 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<sup>®</sup>, the PEEPS<sup>®</sup> Chick shape and the PEEPS<sup>®</sup> Bunny shape are trademarks of Just Born, Inc., Bethlehem, PA, © 2008. All rights reserved.

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