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**KETTLE BRAND® CHIP-OF-THE-MONTH CLUB DELIVERS  
NEW FLAVOR SNEAK PEEKS DIRECT TO MEMBERS' DOORS  
- Holiday Gift For Flavor-Seekers Craving Year-Long Crunch, Under \$50 -**

**SALEM, Ore. – June 30, 2010** – For holiday gift-giving, Kettle Brand® has created the ultimate Chip-of-the-Month Club designed to appeal to potato chip lovers and flavor-craving foodies. Featuring seasonal collections of favorite and hard-to-find flavors along with sneak peeks of unreleased Kettle Brand® Potato Chips, the new Chip-of-the-Month Club is a one-size-fits-all holiday gift under \$50.

From the gourmet chef to the crunch-loving co-worker, the Kettle Brand® Chip-of-the-Month Club is an unexpected gift idea for family and friends of all ages. Conveniently delivered every month with themes like “Road Trip Kit” and “Farmer’s Market Basket,” each assortment is a pre-packaged potato chip party – ready to be shared at a book club meeting, office party or the next neighborhood barbeque. In addition to Kettle Brand® Potato Chips, the Chip-of-the-Month Club includes snacks from the brand’s other popular products including Kettle Brand® Baked Potato Chips, Kettle Brand® Krinkle Cut™ Potato Chips and Kettle Brand® Organic Potato Chips.

“The Chip-of-the-Month Club is a way for us to offer chip fans behind-the-scenes looks at what might be popping up on shelves next,” said Julie Dunmire, brand director for Kettle Brand®. “For those on your gift list who like to be in the know, we created a full tour of what Kettle Brand® Potato Chips has to offer.”

Kettle Brand® is known for creating innovative, all natural potato chips flavors, inspired by fans. Since 2004, fans have voted for and even helped create new flavors through the People’s Choice program, most recently resulting in the new Kettle Brand® Potato Chip, Fully Loaded Baked Potato™.

As always, all Kettle Brand® Potato Chips are made with only the finest potatoes and delicious blends of all natural seasonings – no trans fats, no artificial colors or flavors and no preservatives. Kettle Brand® also uses only non-GMO ingredients. Cooked in small batches by hand in pure, healthy oils under the watchful eye of dedicated chip cooks, every Kettle Brand® Potato Chip packs a hearty crunch and is a beautiful golden color.

The Chip-of-the-Month Club is available at [www.buykettlechips.com](http://www.buykettlechips.com) in 3-, 6-, 9- and 12-month subscriptions. Assortments of flavors and sizes vary between standard and party-size bags each month. Perfect for holiday gift-giving, a 3-month membership is only \$49.99 (shipping included) if purchased before January 1, 2011.

**About Kettle Brand®**

Kettle Brand® is one of the leaders in the premium potato chip category and is growing at a strong pace according to SPINS and ACNielsen. With manufacturing sites in Salem, Ore., Beloit, Wis. and Norwich, United Kingdom, Kettle Brand® is distributed throughout North America, Japan, Guam and Western Europe. Kettle Brand® products include more

than 20 flavors and four varieties of potato chips as well as tortilla chips, nut butters and trail mixes. Visit [www.kettlefoods.com](http://www.kettlefoods.com) for more information.

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