



great taste...naturally™

Contact: Christine Gerrie, Maxwell PR
503.231.3086/christine@maxwellpr.com

KETTLE BRAND® TOP-SELLING POTATO CHIP, LIGHTLY SALTED, BECOMES SEA SALT

- Classic Flavor in the "Brown Bag" Still Same All Natural Recipe -

SALEM, Ore. – April 29, 2010 – The classic Kettle Brand® Potato Chips Lightly Salted flavor is now Sea Salt. The subtle shift in name reflects the all natural ingredients used in every recipe and captures the brand's reputation for delivering delicious flavor in every crunchy bite.

As Sea Salt, the flavor continues to be available in the quintessential brown bag Kettle Brand® chip-lovers look for when craving a simple, salted favorite. The naturally simple recipe that's made Kettle Brand®'s classic a best-seller – select potatoes, natural oils and a kiss of sea salt – remains unchanged and continues to serve up the familiar flavor fans expect.

"While the recipe will stay the same, Sea Salt is a tribute to the perfectly balanced flavor combination of crunchy potato with a sprinkle of natural sea salt," said Carolyn Richards, Kettle Brand® Chief Flavor Architect. "Our fans expect premium ingredients from Kettle Brand®. We wanted the name to deliver on our commitment to flavor and better showcase what was already in the bag."

Kettle Brand® Sea Salt Potato Chips are made with only the finest potatoes and all natural seasonings – no trans fats, no artificial colors or flavors, no MSG, no preservatives and only non-GMO ingredients. Cooked in small batches using healthy oils, every Kettle Brand® Potato Chip packs a hearty crunch and is a beautiful golden color. As Sea Salt, the flavor continues to be a third lower in sodium than leading brands.

Kettle Brand® Sea Salt Potato Chips can be found in supermarkets and natural food stores nationwide and online at www.buykettlechips.com in 2 oz., 5 oz. and 9 oz. bags for \$1.19 - \$3.99.

About Kettle Brand®

The No. 1 natural potato chip, Kettle Brand® leads the premium 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 for more information.

###