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***popchips*<sup>TM</sup> Launches Mobile Snack Tour with Innovative “Eco-Snack Shacks”**  
100 Percent Electric GEM Vehicles Customized to Take *popchips* to the Streets

**SAN FRANCISCO** (June 24, 2009)— *popchips*, the pioneering popped chip company, is kicking-off its three-city summer long mobile snack tour with its trio of GEM 100 percent electric, zero-emission vehicles as its “eco-snack shacks.”

The *popchips* mobile tour will be popping-up throughout the streets of New York City, San Francisco and Los Angeles throughout the summer, making 300 plus stops and passing out free bags of *popchips* to more than 500,000 snackers along the way.

“Our new snack shacks will be popping-up at exciting events and ‘pop’ular locations ranging from the Fancy Food Show in New York, and the Bridgehampton Polo Tournament in the Hamptons, to the beaches in Santa Monica and at various stops along the AVP Beach Volleyball Tour,” says *popchips* Founder & CEO Keith Belling. “The snack shacks will also be making stops at retailers including Whole Foods Markets and Target stores.”

“We’re all about bringing the fun back to snacking and looked for just the right vehicle to help us take all-natural *popchips* right to snackers while finding ways to reduce our carbon footprint,” says *popchips* VP Marketing Russell Barnett. “As soon as we saw the opportunity to customize Global Electric Motorcars’ innovative, eco-friendly vehicle to reflect our personality and bring our sampling experience to life, we knew it was just what we were looking for.”

With its colorful and playful graphics layered over a custom-designed GEM vehicle, and complete with its own snack-tunes, and, of course, the company’s tasty and delicious “never fried (unhealthy), never baked (undelicious)” popped chips, the mobile snack shacks will delight and surprise snackers throughout the 20 plus week tour.

GEM electric vehicles are economical in price and fuel consumption—driving the equivalent of 150 miles per gallon, or 2 cents per mile—just the kind of fuel efficient and eco-friendly engineering that *popchips* was looking for in its mobile snack shack.

“It was inspiring to see how clever entrepreneurial brands like *popchips* blended our eco-friendly vehicles into the company’s inventive popped culture,” said GEM President and Chief Operating Officer Rick Kasper. “We’re delighted to be part of this creative launch.”

*popchips*, which recently hit snack aisles in the eastern US, are available at many leading retailers, including Whole Foods, Safeway, Vons, Target, Ralphs, Jamba Juice, and select Costco locations. To find a retailer near you and learn more about *popchips*, pop over to [popchips.com](http://popchips.com). And if you don’t want to get up from your chair, you can order online at [amazon.com](http://amazon.com).

**About *popchips*™:**

*popchips*™ are an all-natural line of popped chips with all the flavor and less than half the fat of fried chips. *popchips, inc.* was formed in 2007 to bring new flavor and real innovation to the snack aisle. Thanks to the magic of popping, *popchips* offers a snack so tasty and crispy that you won't even notice it's (we hesitate to say) healthier. For more information about the company and its products, pop over to [popchips.com](http://popchips.com).

**About *Global Electric Motorcars*:**

As a wholly owned subsidiary of Chrysler Group LLC, Global Electric Motorcars has been the market leader in the low-speed, Neighborhood Electric Vehicle (NEV) industry for the past 11 years and has more than 40,000 GEM battery-electric vehicles on the road worldwide. To date, GEM cars have been driven more than 350 million emission-free miles, and have saved more than 16 million gallons of gasoline. For more information, visit [www.gemcar.com](http://www.gemcar.com).



