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POPCHIPS WINS HEALTH MAGAZINE'S "AMERICA'S HEALTHIEST FOOD AWARDS"
all-natural line of popped chips rolls out nationally in Jamba Juice locations

San Francisco – June 11, 2008 – *popchips inc.*, the pioneering all-natural popped chip company, is a proud recipient of *Health* magazine's "America's Healthiest Food Awards" for its original popped potato chips.

With more than 30,000 different products at the typical grocery store, there's no way to scan all the labels and taste everything too, so *Health* magazine's panels of experts put the latest good-for-you products to the test. *popchips* original potato chips were recognized as "the ideal treat for salty snackers" by the magazine's panel of editors and experts who selected the 25 best food products in a variety of categories, including snacks. All winners are featured in the magazine's June 2008 issue.

"We're thrilled that our delicious, all-natural line of chips are being recognized as a healthier snack by a leading publication like *Health* magazine," said *popchips inc.*, co-founder and CEO, Keith Belling. "And we're also really pleased to be rolling out with Jamba Juice as they continue to simplify healthy living for its customers across the country. All of this comes just as *popchips* marks its one year anniversary and we can't think of a better way to celebrate the occasion."

"Jamba is all about offering simple ways to live healthy," said Kim Larson, vice president of brand experience at Jamba Juice. "We're always looking for innovative new snack products, but they have to meet a certain bar, be healthier and be all-natural. *popchips* are an exciting addition to our new snack offerings."

In addition to rolling out in Jamba Juice locations, *popchips* are popping into Costco Warehouse locations throughout the West Coast, and can also be purchased at leading retailers throughout the Western U.S., including Safeway, Vons, Whole Foods Market and Ralphs. To find a location near you and learn about all nine taste bud-popping flavors, visit popchips.com. And if you don't want to get up from your chair, you can order online at amazon.com.

About *popchips*™

never fried (unhealthy), never baked (undelicious), *popchips*™ are an all-new, all-natural line of popped chips with all the flavor and less than half the fat of fried chips, fewer calories and none of the trans fat, saturated fat* or fake flavors or preservatives (or greasy fingers) that give snacking a bad name. *popchips, inc.* was formed in 2007 to bring new flavor and real innovation to the snack aisle. Thanks to 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 www.popchips.com.

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*Except for cheddar corn chips, which have 0.5g of saturated fat per serving, because, well, it's cheese