



think popped!
never fried. never baked.

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POPCHIPS APPOINTS VITAMINWATER SALES EXECUTIVE TO LEAD U.S. EXPANSION

Al Raddatz named sr. vice president to oversee sales for innovative snack company

SAN FRANCISCO (March 8, 2010) — *popchips*[™], the pioneering all-natural popped snack food company, today announced the addition of former Glacèau divisional vice president, Al Raddatz, as its senior vice president of sales. A seasoned sales veteran, Raddatz will leverage more than 20 years experience gained leading the growth of some of the most iconic brands in the beverage industry.

"We're honored to have Al join *popchips*. He has a proven track record of helping to build exciting brands, and his perspective and insights will be a welcome addition to our talented sales team," stated Keith Belling, co-founder and chief executive officer. "Al's background leading retail sales execution offers incredible value as we look to our next phase of growth."

Raddatz most recently served as divisional vice president at Glacèau, leading the western region and was responsible for generating more than \$300 million in annual sales. He also previously worked as the director of national accounts while at Glacèau. Additionally, Raddatz spent five years at Cadbury Schweppes Americas Beverages, where he served as Director of Grocery for the West and Division Sales Manager for the Snapple Beverage Group. In this position, he helped build the Snapple portfolio and increase the brand's national presence.

"I couldn't be more excited to join the "popped culture" at *popchips* where I can use the experience I gained from helping to build both emerging and iconic brands," said Raddatz. "Like both VitaminWater and Snapple, *popchips* is a truly innovative product with a passionate following that's on target with consumer and retail trends. It offers the opportunity to lead the development of an exciting new category and help re-invent snacking."

Never fried (unhealthy), never baked (undelicious), *popchips* come in a variety of naturally delicious flavors, including original, barbeque, sea salt & vinegar, cheddar, sour cream & onion, and salt & pepper. *popchips* are currently available at leading retailers throughout the U.S., including Whole Foods, Safeway, Target, Wegmans, Jamba Juice and select Costco locations nationwide. To find a store near you, visit popchips.com and to get the latest updates, follow *popchips* on the [official Facebook page](#).

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, become a fan on [facebook](#) or follow us on [twitter](#).

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