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POPCHIPS INTRODUCES ITS NEWEST POPSTARS

popped potato chips now available in seven taste-bud popping flavors

SAN FRANCISCO (June 3, 2009)—The snack fanatics and makers of *popchips*, the pioneering all-natural popped chip company, announce the two newest popstars in their all-natural line of popped potato chips: sour cream & onion and cheddar.

Fellow snackers who have enjoyed spoiling their dinners with *popchips* can now savor the creamy dip-within-a-chip taste of sour cream & onion, or the savory cheesy boldness of cheddar popped potato chips. Or better yet, both, now that they have two new delicious (and still healthier) flavors to try.

“Our mission is to put the fun back in snacking by popping the flavor into a better-for-you, all-natural snack,” said *popchips* co-founder, Keith Belling. “One of the ways we’re keeping it exciting is by creating great new flavors that give our fellow snackers more ways to snack to their hearts’ content. Our newest popstars are bound to be just as pop-ular as the rest.”

Thanks to the magic of popping, *popchips* have less than half the fat of fried chips, no cholesterol, zero grams of trans fats and none of the fake colors, flavors, preservatives (or greasy fingers) that give snacking a bad name. Never fried (unhealthy). Never baked (undelicious). The wholesome, all-natural ingredients are popped with heat and pressure. Unlike fried chips weighed down by all that oil, *popchips* are so light and airy, snackers get a lot more chips per serving.

The two newest popstars, along with the five other tasty *popchips* flavors, are available in a 3 ounce retail bag. The entire line-up now also comes in a new single-serve bag. And with a craving crushing 15+ chips per bag, and only 100 calories and 3-3.5 grams of fat, it really is okay to eat the whole bag.

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