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**KETTLE BRAND® RALLIES POTATO CHIP FANS TO JOIN THE
LOUD FOOD CLUB AND CRUNCH OUT QUIET**
- Crunch Proud Campaign Integrates Retail, PR, Advertising, Social and Web -

SALEM, Ore. – June 10, 2010 – Calling fellow crunch-lovers to stand proud and crunch loud, Kettle Brand® Potato Chips kicks off its summer consumer engagement campaign with the launch of the official Loud Food Club.

Opening its virtual clubhouse doors at www.CrunchProud.com, the Loud Food Club campaign reminds Kettle Brand® Potato Chips fans that super loud crunching is nothing to be ashamed of.

“We’ve all been there. On a quiet conference call or in an intense lunch meeting, looking longingly at a bag of crunchy Kettle Brand® Potato Chips. Faced with the ultimate choice – to loudly crunch proud or deny the craving,” said Julie Dunmire, Kettle Brand® director. “At its potato-y core, every Kettle Brand® chip is born to be crunched, and this summer we’re celebrating those who proudly crunch loud.”

The Crunch Proud campaign promotion is fully integrated across in-store and online advertising. To drive consumer demand for Kettle Brand chips in stores, market-specific free-standing inserts (FSI) and in-store shipper displays featuring custom graphics are designed to generate excitement and purchase. Interactive social media content on the [Kettle Brand® Facebook page](#) and [Twitter profile](#), along with Facebook advertising prompt fans to visit the Kettle Brand® Crunch Proud website for a chance to win free chips for a year.

Once online, new members are invited by the Loud Food Club president via a video welcome to enter to win free chips for a year and download official Loud Food Club membership kits including “Caution: Crunch Zone” warning signs, emergency protocol for very loud crunching, and an interoffice crunching disclaimer memo to alert co-workers that nearby crunch sounds are imminent. The Crunch Proud website also offers fans printable coupons for their favorite Kettle Brand® Potato Chip flavors. At summer’s end, the Loud Food Club campaign will conclude with a sweepstakes drawing awarding one member a year’s supply of Kettle Brand® Potato Chips.

Crunchy because they’re made the natural way, using a time-honored, hand-crafted method, all Kettle Brand® Potato Chips are sliced from the finest potatoes and flavored with blends of all natural seasonings – no trans fats and absolutely nothing artificial. Kettle Brand® also uses only non-GMO ingredients. Cooked in small batches for super satisfying crunch, every Kettle Brand® Potato Chip is perfectly golden and naturally delicious.

About Kettle Brand®

Kettle Brand® is one of the leaders in the premium potato chip 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.

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