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**WELCH'S® FRUIT SNACKS GO TROPICAL!**  
*Promotion in Motion expands line of Mom-approved Fruit Snacks*

Closter, NJ, United States, May 19, 2009 — **The Promotion In Motion Companies, Inc.** is rolling out new WELCH'S® Fruit Snacks *Island Fruits* variety, which started shipping in January 2009. *Island Fruits* is a mouth-watering combination of luscious, on-trend tropical flavors, including Strawberry-Banana, Mango, Guava-Kiwi, Pomegranate-Passion Fruit, Pink Grapefruit and Tropical Punch.

*Island Fruits* will come in a variety of pack sizes, including 2.25oz and 5oz pouches as well as .9oz pouches in 10-ct and 24-ct boxes.

"Like all WELCH'S® Fruit Snacks, new *Island Fruits* is made with Real Fruit and Fruit Juices," explains Michael Rosenberg, President and CEO of Promotion in Motion, Inc., the manufacturer and marketer of WELCH'S® Fruit Snacks and a variety of other leading snacks and confections. "It's a better alternative to lots of other snacks as it also contains 100% of the daily value of Vitamin C, 25% of the daily value of Vitamins A and E and is fat free. We find that Mom is putting one pack of WELCH'S Fruit Snacks *Island Fruits* in her kid's lunchbox – and keeping one pack for herself."

Since 1869, WELCH'S has satisfied more than 6 generations with nutritious, quality products and a tradition of taste and goodness. In addition to the New WELCH'S *Island Fruits* Fruit Snacks, there are seven other varieties of WELCH'S Fruit Snacks, WELCH'S Reduced Sugar Fruit Snacks and WELCH'S Fruit and Yogurt Snacks available in a variety of packs and sizes for almost any snack time occasion.

WELCH'S® Fruit Snacks are produced, marketed and distributed under authority of WELCH Foods, Inc. by The Promotion In Motion Companies, Inc., a nationally and internationally prominent maker of fruit snacks, fruit rolls and private label confections and food products, with both domestic and international operations. The company's other proprietary and licensed brands include SUN MAID® Milk Chocolate Raisins, FISHER® Milk Chocolate Peanuts, NASCAR® Speed Strips™, SOUR JACKS® Sour Candies, NUCLEAR SQWORMS® Sour Neon Gummi Worms, BUDDY BEARS® and ORIGINAL GUMMY FACTORY® Gummi Candies, TOGGI® Fine Chocolate Wafers, and more. Its subsidiaries include Promotion In Motion Canada, Inc., Grupo de Alimentacion Promotion In Motion Iberica, SL, Promotion In Motion UK, Ltd., Promotion In Motion Mexico, Farmer's Choice Food Brands and PIM Brands LLC.

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*Manufacturers and Marketers of*  
**AMERICA'S FAVORITE CANDIES & FRUIT SNACKS®**  
ONE OF THE PROMOTION IN MOTION FAMILY OF COMPANIES