



PRESS RELEASE



SHEARER'S FOODS WINS MAGNET'S 2008 COMPETITIVENESS CHALLENGE FOR SUSTAINABILITY

FOR IMMEDIATE RELEASE

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www.shearers.com

Brewster, Ohio: Shearer's Foods, home of Shearer's Award Winning Snacks, was one of fourteen Northeast Ohio companies to participate in MAGNET's (Manufacturing Advocacy and Growth Network) Second Annual Competitiveness Challenge. Each company assembled an internal team charged with undertaking a specific project that would increase their company's global sales or productivity by focusing on innovation, product development or process efficiency for some critical aspect of the company's business. In addition, this year's Challenge also encouraged companies to showcase their commitment to social responsibility and the environment by undertaking projects with "green" impact.

In mid-October, the projects were ready for submission to the Competitiveness Challenge judges, who recognized Brewster-based Shearer's Foods for its dedication to sustainability. Headed by Chris Tallman, the Shearer's Team implemented a plan to track and reduce the company's overall consumption of electric, water, and natural gas. Besides achieving their goal, the Team also increased efficiencies in sanitation downtime and water treatment processing, leading to a stunning 38% reduction in water usage/discharge, a 7% reduction in natural gas usage, and an overall 15% facility reduction in electric usage. As a result of the Challenge, the fourteen companies participating in this year's friendly competition realized an aggregate economic impact of more than \$250 million. In addition, more than 136 jobs were created or retained in Northeast Ohio and 20 new products were developed.

MAGNET's mission is to help manufacturing and technology-based companies and entrepreneurs excel and grow through understanding, adopting, and implementing innovative methods and technology. For further information on MAGNET, please call 216.432.5300 or visit www.magnetwork.org.

Shearer's Foods, Inc., founded in 1974, is the manufacturer/distributor of Shearer's Award-Winning Snacks. Varied products include a complete line of potato chips, tortilla chips, pretzels, cheese curls/puffs, peanuts, popcorn, corn chips and other snacks. While Shearer's is recognized as a leader in the snack food industry, they consistently achieve "excellence" in everything they do! *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented their potato chips were "...crisply addictive." The company has been named "Snack Manufacturer of the Year" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100, Cascade Capital Business Growth Award and The Entrepreneurs EDGE Award for being one of the fastest growing companies in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its Family Firms of Distinction. Shearer's potato chips received the Gold Medal Award from the American Tasting Institute of San Francisco for the best potato chips in America. Shearer's has been honored with the SCOPE Award as Business of the Year in Stark County, Ohio. The company has been recognized for manufacturing excellence by winning the Manny Award and the Evolution of Manufacturing Award. Shearer's has been awarded the North Coast 99 ten consecutive years as a top employer in Northeast Ohio. *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio ten times with the Team NEO Success Award. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.