



PRESS RELEASE



SHEARER'S SNACKS NAMED OFFICIAL SNACK OF THE CANTON LEGENDS

**FOR IMMEDIATE
RELEASE**

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**Shearer's Foods, Inc.
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**For Information on
Shearer's
Award-Winning
Products or Services,
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1-888-GREAT-CHIPS
(toll free) or
www.shearers.com**

Brewster, Ohio: For the second year, Shearer's Snacks, headquartered in Brewster, is proud to be named the Official Snack of the Canton Legends arena football team, a member of the American Indoor Football League (AIFL). The mission of the AIFL is to provide fast-paced, fan-friendly professional football at affordable prices. Currently the 16-team league is represented in the eastern section of the country, but plans to expand nationwide by 2007. In their second year of play, the Canton Legends regular season began in February and continues through the last home game which is scheduled for June 8. Home games are contested at the Canton Civic Center in downtown Canton. "Shearer's is proud to partner with organizations that share our passion to be 'only the best,'" comments Paul Smith, Shearer's Marketing Manager. "As we grow in the communities we serve, we will continue our efforts to make positive contributions to the general well being of all our customers by encouraging healthy, active lifestyles. Our partnership with the Legends compliments Shearer's existing sports sponsorships of the Cleveland Indians and Cavaliers, the Akron Aeros, and the Pittsburgh Pirates."

A sampling event of Shearer's Snacks is scheduled for the April 23 home game with the Reading (PA) Express. Shearer's associates will be passing out individual bags of Shearer's Award-Winning Snacks to the Legends fans.

For information about the Canton Legends and ticket sales, please visit their website at www.cantonlegends.com.

Shearer's Foods, Inc., founded in 1974, is the manufacturer and 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! Recently, *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented their potato chips were "...crisply addictive." The company was named "**Snack Manufacturer of the Year**" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the **Weatherhead 100** for the past five years, as 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 in Northeast Ohio by winning the **Manny Award** and the **Evolution of Manufacturing Award**. When Shearer's was awarded the **North Coast 99** for the seventh consecutive year in 2005, they also received the Diamond Award as one of the top three employers in Northeast Ohio. *Inside Business* magazine honored Shearer's as one of the top performing companies in Northeast Ohio eight times with the **Team NEO Success Award**. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada via company-owned routes and a network of select independent distributors. Branch and distribution centers are regionally based in Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Findlay, Norwalk, Detroit and eastern Michigan, Pittsburgh, Erie, Altoona and West Virginia, and service their surrounding areas.