



PRESS RELEASE



SHEARER'S FOODS

Packaging Honored with **ADDY AWARD**

FOR IMMEDIATE RELEASE

June 18, 2008

Shearer's Foods, Inc.
692 North Wabash
Brewster, OH 44613

Melissa M. Shearer
Vice President
Communications

melssashearer
@shearers.com
330-767-7160
330-767-3393 (Fax)

For information on
Shearer's
Award-Winning
Products or Services,
Please Contact the
Customer Service
Department at
1-888-GREAT-CHIPS
(toll free) or
www.shearers.com

Brewster, Ohio: At the 2008 Canton Advertising Club ADDY Awards, the photography for Shearer's Rippled Potato Chip packages won a Gold ADDY Award out of 149 entries, and it also won a Gold ADDY Award at the District level. The entry was submitted by the Innis Maggiore Group, who led all local winners with 25 total ADDY Awards. Mr. Keith Berr of Cleveland is credited with the award-winning product photography. "Shearer's is thrilled to share this Addy Award with our partners, Innis Maggiore. Delivering excellence in design is another way we keep 'Shearer perfection in every bag!'" says Paul Smith, Director of Marketing for Shearer's Foods.

Shearer's new "green bag" rippled potato chip family compliments their existing "black bag" family of award-winning kettle-cooked potato chips, and expands on the idea of grouping a variety of flavors that feature the same potato chip base. **Shearer's Rippled Potato Chips** have a hearty crunch that allows consumers to free themselves from the sea of sameness in the snack food aisle. Offered in 11 oz. bags, the Rippled Potato Chips are kosher and trans fat free.

Shearer's Foods is a key client of the **Innis Maggiore Group**, the nation's leading agency in the practice of building strong brand positions for companies in competitive markets.

The **Canton Advertising Club ADDY Awards** is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The competition recognizes outstanding work in print and collateral materials; broadcast, audiovisual and computer-generated communications; interactive media and mixed media campaigns. The American Advertising Federation, a not-for-profit industry association, conducts the ADDY@Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.



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** nine 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 **NEO Success Award**. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.