



PRESS RELEASE



BRIAN NEWLAND NAMED SHEARER'S VICE PRESIDENT OF NATIONAL AND INTERNATIONAL SALES

**FOR IMMEDIATE
RELEASE**

October 7, 2009

**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: Shearer's Foods recently announced the promotion of Mr. Brian Newland to Vice President of National and International Sales. Mr. Newland is now responsible for Shearer's National Accounts and International Sales, over which he and his team will direct and manage the strategic growth of the Shearer's brands, as well as the development of private label and contract sales in these key areas.

"Brian's high energy and knowledge of the Shearer's and private label products combine to make him a perfect fit to introduce our products into new markets both nationally and internationally. His dedication to Shearer's and to his family are examples for others to follow," says Bill McCabe, Senior Vice President of Sales and Marketing.

In addition to managing Shearer's National and International Sales, Mr. Newland will also assume management of the Customer Service Team, where Mr. Steve Sample has accepted the position of Customer Service Manager. Mr. Sample will oversee all aspects of customer service and consumer affairs and report directly to Mr. Newland.

In June of 2002, Mr. Newland began his career with Shearer's as a National Accounts Manager. He was promoted to Director of National Accounts in 2006. In 2008, his responsibilities were expanded to include leading Shearer's export sales efforts.

Mr. Newland and his wife, Amy have two daughters, Lauren and Emily. He can be reached at 330-767-7162.

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 Shearer's potato chips were "...crisply addictive." *Country Living* magazine named Shearer's the best potato chips in Ohio! 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. Both the Canton and the Massillon Chambers of Commerce have honored Shearer's as their Business of the Year. The company has been recognized for manufacturing excellence and sustainability by winning the Manny Award and the Evolution of Manufacturing Award. Shearer's has been awarded the North Coast 99 as a top employer in Northeast Ohio, and is the only company to receive this award all eleven years of its existence! *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio eleven times with the NEO Success Award. Shearer's has been recognized for their outstanding customer service by winning the Cleveland Food Dealers Association's Vendor of the Year Award and *Smart Business magazine's* World Class Customer Service Award. Shearer's has earned the Pillar Award twice as well as the Shatten Civic Award for their far-reaching community service efforts. Shearer's Snacks are distributed throughout the Midwest, Canada and Mexico.