



PRESS RELEASE



SCOTT HELDRETH NAMED SHEARER'S SENIOR VICE PRESIDENT OF OPERATIONS

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
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www.shearers.com

Brewster, Ohio: Scott Heldreth has been promoted to Senior Vice President, Operations. In his expanded role, Mr. Heldreth will continue to lead Shearer's Information Technology and Distribution groups, and will now also have executive responsibility for Shearer's Lubbock manufacturing facility. He will divide his time between Ohio and Texas.

Mr. Heldreth began his career in the Information Technology field in 1994 as an IT Systems Consultant. He implemented technologies and systems for various manufacturing, utility and distribution companies throughout Northeast Ohio.

In 2001, Mr. Heldreth joined Shearer's Foods as Chief Information Officer. For the next several years, he worked to implement numerous advanced financial, manufacturing and distribution systems throughout the organization. He built a very strong technological infrastructure at the company, laying the foundation for future automation and growth.

Mr. Heldreth was promoted to Vice President of Logistics and Information Technology in October 2006. With the addition of logistics responsibilities, he has been able to apply his technical savvy and process-based problem solving techniques to important strategic operational issues. These initiatives include implementing material handling systems, distribution re-engineering and advanced distribution software systems.

Mr. Heldreth attended The University of Akron, where he received his bachelor's degree in Business and Communication in 1994. Currently, he is pursuing his M.B.A. with a specialization in Operations Management. He and his wife, Betsy, are raising their daughter, Kamryn, in the Green area.

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 was given the Legacy Award as one of only three companies to win the NC99 all ten years! *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.