

For Immediate Release --

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LesserEvil Creates even “lesser evil” All-Natural Snacks with Reduced Sodium and Calorie Recipes

VILLAGE OF TUCKAHOE, N.Y. (June 2008) — LesserEvil, the snack food company that makes devilishly delicious, better-for-you snacks, changes the recipes in its four best selling snacks, lowering the sodium by 20 percent and the calorie content to 110 milligrams per serving, while maintaining the same excellent taste and crunch consumers expect from the brand.

“We’re constantly pushing ourselves to improve the nutritionals on our snacks and keep them delicious,” says Michael Sands, Founder and CEO. “We look at what our consumers are saying as well as the expertise of a great dietician for guidance when trying new recipes. There are also a few national health advocate groups that have begun to define guidelines for better-for-you, healthier snacks, and we try to meet or exceed all of those guidelines.”

The ClassicKettle and Black&White flavors of the Kettle Corn line now have approximately 20 percent less sodium (now 230mg and 180mg, respectively) and ten percent fewer calories than the original recipe (now 110). The SeaSalt and SourCream&Onion flavors of the Krinkle Stick line now have approximately 15 percent less sodium (230mg and 190mg, respectively).

LesserEvil Snacks are now available nationally at Whole Foods Markets, Safeway Stores, Wegmans, A&P, and at Loblaws in Canada, as well as other major regional grocery chains, and online at www.lesserevil.com (the Snackcident Prevention HQ).

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If you have an evil Snackcident proble, need “lesser evil” snack samples, images, nutritional info, or a visit from the Snackcident Prevention Team, contact Kyser Thompson at 914-779-3000 x 116 or kyser@lesserevil.com.

About LesserEvil Brand Snack Co: LesserEvil’s mission is to create better-for-you, gourmet snacks with real ingredients and superb taste. In 2004, the snack food company introduced its All Natural Kettle Corn line, now the #1 selling popcorn brand in the Natural Retail Channel. In Spring 2007, LesserEvil launched its line of Krinkle Sticks, all natural potato snacks that are baked, not fried. LesserEvil Snacks are lower in fat; all natural; free of trans fats, preservatives, and anything artificial; and gluten free. LesserEvil is based in the Village of Tuckahoe, NY. For more information visit lesserevil.com or call 914-779-3000.