



## **Snikiddy® Partners with Whole Planet Foundation® to Offer Exclusive Product in select Whole Food Market® Stores this Fall**

*Seven regions of Whole Foods Market stores to offer exclusive 10-ounce bag of Cheddar All-Natural Baked Fries, with 10 cents of every purchase benefitting Whole Planet Foundation*

BOULDER, Colorado—Sept. 6, 2011 —Snikiddy, known for its delicious and healthier snacks for the entire family, announces the release of an exclusive 10-ounce bag of Snikiddy Cheddar All-Natural Baked Fries in support of [Whole Planet Foundation](#), a nonprofit dedicated to poverty alleviation programs in the U.S. and developing world countries that supply Whole Foods Market stores with products. For every bag sold at Whole Foods Market, Snikiddy will donate 10 cents to Whole Planet Foundation.

“We are thrilled to offer this exclusive product to Whole Foods Market stores in support of Whole Planet Foundation,” said Snikiddy Co-Founder Mary Schulman. “By purchasing a bag of our Cheddar All-Natural Baked Fries, Whole Foods Market customers will be actively supporting and encouraging the development of true entrepreneurial passion, and turning it into active and viable business opportunities for those who wouldn’t otherwise have the means. We are incredibly enthusiastic about this project, given our own entrepreneurial roots.”

[Whole Planet Foundation](#)'s mission is to create prosperity for the very poor in communities around the globe. Through worldwide microfinance partners, the Foundation funds microcredit loans – small loans usually less than \$250 with no contract or collateral, to provide an opportunity for an entrepreneur to create a home-based business and lift herself and her family out of poverty.

“We’re so inspired by Snikiddy’s commitment and desire to create an easy way for our shoppers to make a real difference in developing communities around the world,” said Philip Sansone, president and executive director for Whole Planet Foundation. “With their support, we will be able to create even more opportunities for the working poor in developing countries to lift themselves out of poverty through microcredit.”

The 10-ounce package of Snikiddy Cheddar All-Natural Baked Fries joins the existing Snikiddy® product line. Made from simple, wholesome and real ingredients, Snikiddy Baked Fries are popular with kids, teens and adults. The snacks are baked with real potatoes and corn and contain 50-percent less fat than traditional potato chips.

Sold in over 5,000 stores nationwide Snikiddy All-Natural Baked Fries are a tasty and healthier alternative to typical fried snacks such as potato chips, veggie sticks, and the veggie chips found on store shelves.

In addition to capturing the rapidly growing market of consumers who want healthier alternatives to potato chips, the Baked Fries have also attracted a large following of consumers who are on strict gluten-free, low calorie or low sugar diets. Unlike most conventional snacks, every single Snikiddy product, is gluten and wheat free, and contains no cholesterol, trans-fats, hydrogenated oils, high-fructose corn syrup, or the artificial flavors, colors and preservatives that give packaged snacks a bad name. Snikiddy Baked Fries are also nut free.

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*Snikiddy/Whole Planet, p. 2*

**About Snikiddy®**

With a passion for children’s health, mother/daughter team Janet Owings and Mary Schulman founded Snikiddy in 2006 in Bethesda, Maryland. Like its founders, Snikiddy is clean, healthy, adventurous, imaginative, and creative.

Snikiddy produces Snikiddy Snacks — great tasting, family-friendly, natural baked snacks available in a variety of flavors. Snikiddy Cheese Puffs were first to market, followed by Snikiddy Baked Fries.

Developed for kids and families, Snikiddy products are made with simple, high quality, wholesome ingredients. They are available in Sharing Packs, which contain four to five servings per container. Leading varieties are also available in Multi-Packs (bag of 6 snack packs) and/or individual snack packs. Snikiddy is perfect for lunchboxes, after school, and on-the-go snacks.

Snikiddy operates out of Bethesda, Maryland and Boulder, Colorado. More can be found at [www.snikiddy.com](http://www.snikiddy.com)

**About Whole Planet Foundation®**

Founded in 2005, Whole Planet Foundation is a Whole Foods Market foundation promoting poverty alleviation worldwide where the company sources products. The Foundation’s mission is to empower the very poor living in developing-world communities a chance to create or expand a home-based business and lift themselves and their families out of poverty through microcredit. As of June 2011, the Foundation is funding microlending programs through microfinance institution partners in 43 countries in Africa, Asia, Latin America and the U.S. and has supported over 965,000 people with a chance for a better life. Learn more at [wholeplanetfoundation.org](http://wholeplanetfoundation.org)

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