



## **Inc. Magazine Unveils Its Annual Exclusive List of America's Fastest-Growing Private Companies—the Inc.500|5000**

*Snikiddy Snacks® Ranks No. 1,260 on the List with Three-Year Sales Growth of 231%*

NEW YORK and BOULDER, Colorado—August 24, 2011— Inc. magazine today ranked Snikiddy® No.1,260 on its fifth annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies. The list represents the most comprehensive look at the most important segment of the economy—America's independent entrepreneurs. Online retailer ideeli tops this year's list. Snikiddy joins Spirit Airlines, television maker Vizio, Honest Tea, Dunkin Donuts and Metrokane, makers of the Rabbit corkscrew, among other prominent brands featured on this year's list.

In a stagnant economic environment, median growth rate of 2011 Inc. 500|5000 companies remains an impressive 94 percent. The companies on this year's list report having created 350,000 jobs in the past three years, and aggregate revenue among the honorees reached \$366 billion, up 14 percent from last year.

"Our growth as a company reflects the rapidly growing demand by discerning families across the country for great tasting snacks with real ingredients that are healthy for kids and adults," said Snikiddy Co-Founder Mary Schulman. Schulman. "We are thrilled to be among the few food industry companies included in this year's list."

Snikiddy Snacks®, maker of the popular, all-natural Cheese Puffs and Baked Fries, is a leading brand of great tasting, all natural snack foods made from simple, wholesome and real ingredients. Launched in 2006, Snikiddy® snacks are sold today in more than 5,000 stores nationwide.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at [www.inc.com/5000](http://www.inc.com/5000).

### **More about Inc. and the Inc. 500|5000 Methodology**

The 2011 Inc. 500 is ranked according to percentage revenue growth when comparing 2007 to 2010. To qualify, companies must have been founded and generating revenue by March 31, 2007. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2010. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2007 is \$100,000; the minimum for 2010 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000, which can be found at [www.inc.com/500](http://www.inc.com/500).

### **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 healthy, adventurous, imaginative, and creative.

Snikiddy® produces Snikiddy Snacks® — great tasting, family-friendly, natural snacks available in a variety of flavors. Snikiddy Cheese Puffs were first to market, followed by Snikiddy Baked Fries. Developed for the entire family, 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 Washington, DC and Boulder, Colorado. More can be found at [www.snikiddy.com](http://www.snikiddy.com)

### **About Inc. Magazine**

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, Inc. ([www.inc.com](http://www.inc.com)) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 710,106, Inc. provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at [www.inc.com](http://www.inc.com).

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