NEWS RELEASE

THANASI Foods Teams Up with the Hidden Valley® Original Ranch Brand to Launch All-New BIGS® Hidden Valley® Ranch Flavored Sunflower Seeds

4/17/2012

THANASI Foods Teams Up with the Hidden Valley® Original Ranch Brand to Launch All-New BIGS® Hidden Valley® Ranch Flavored Sunflower Seeds

BOULDER, Colo., April 17, 2012 - THANASI Foods LLC, the revolutionary developer and supplier of branded snack foods, is proud to announce the addition of BIGS® Hidden Valley® Ranch flavored sunflower seeds to the BIGS line. "We are thrilled to add the delicious and classic taste of Hidden Valley® Ranch flavoring to the BIGS all-star line-up," said Justin Havlick, president and CEO of Thanasi Foods. "Hidden Valley® Ranch dressing is hands-down America's favorite dressing and we anticipate a rave response by BIGS fans now that our Ranch Seeds are flavored with Hidden Valley® Ranch flavoring," added Havlick.

BIGS Sunflower Seeds, launched in March 2009, features fire roasted, jumbo-size sunflower seeds in a variety of exciting flavors.

The new BIGS Hidden Valley® Ranch item joins the BIGS line-up of award winning Sunflower Seeds made with America's favorite flavors:

- BIGS - Salted & Roasted Original
- BIGS - Vlasic® Dill Pickle
- BIGS - Bacon Salt® Sizzlin' Bacon
- BIGS - FRANK'S® REDHOT® Buffalo Wing
- BIGS - Sea Salt & Black Pepper

"Our entire team takes great pride in BIGS being USA-made and the fastest growing brand of sunflower seeds

nationwide," said Havlick, "Hidden Valley's all-American heritage makes for a great partnership and we are excited to offer our fans another standout, delicious, and winning BIGS flavor."

BIGS Hidden Valley® Ranch Sunflower Seeds will be available in June 2012 for distributors and retailers nationwide and will ship in three convenient sizes:

- 5.35 oz., resealable bags available in 12-count cases, 12-count clip-strips, and BIGS variety pack display configurations
- 2.75 oz. BIGS "Slammer" tubes, grab-and-go sized bags, available in 12-count counter caddies
- 0.7 oz. "Try Me" packs available in 30-count counter caddies

The new flavor will be a key addition to retailers carrying the BIGS line today. Such key retailers include The Sports Authority, Loaf 'N Jug, Circle K, Home Depot, Travel Centers of America, Sunoco, ExxonMobil, Speedway and Chevron stores among others. Presently, BIGS can be purchased in over 40,000 retail outlets in channels such as c-stores, grocery, club, drug, military, concessions, specialty, and sports venues throughout the U.S.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,100 employees and fiscal year 2011 revenues of $5.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, Glad® bags, wraps and containers, and Burt's Bees® and gud™ natural personal care products. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. The company's products are manufactured in more than two dozen countries and marketed in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than $84 million to nonprofit organizations, schools and colleges. In fiscal year 2011 alone, the foundation awarded $4 million in cash grants, and Clorox made product donations valued at $13 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

About Thanasi Foods

Thanasi Foods LLC is a privately held and family-owned, Boulder, Colorado-based developer, manufacturer, and supplier of household branded foods. Established in 2003, Thanasi Foods' award-winning BIGS® and DUKE'S™ Brands can be found in over 50,000 U.S. retail locations today with growing market share. The Company's BIGS and DUKE'S products are uniquely flavored with some of America's favorite co-brand ingredients including: Jim Beam®, FRANK'S® REDHOT®, Vlasic®, STUBB'S®, Bacon Salt® and Kikkoman®. For additional information about Thanasi Foods and the company's products, visit **www.THANASIFOODS.com**. Follow BIGS Sunflower Seeds at

www.BIGS.com and on **Facebook**.

Media Contact

Lisa Pollock

THANASI Foods, LLC

720-570-1065 x317

lpollock@thanasifoods.com