

--For Immediate Release--

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Green Twist Campaign: Kim and Scott's Gourmet Pretzels Planting a Tree for Every Online Order in April

Chicago, IL—March 18, 2008—As part of their **Pretzels for Peace™** initiative, Chicago-based, woman-owned **Kim & Scott's Gourmet Pretzels** is pleased to announce their April "Green Twist" Campaign commemorating **Earth Day**. Kim & Scott's Gourmet Pretzels will plant a tree for every online sale made during the month of April 2008. They are partnering with **Trees for the Future**, an organization that began in 1989 with a 2008 goal of planting 10 million trees.

Said CEO, owner and Chief Inspiration Officer **Kim Holstein**, "We are very focused in 2008 on being an eco-friendly organization sensitive to minimizing our carbon footprint. It is our hope that millions of trees will get planted this month because of our generous customer family." Added co-founder, co-owner and Chief Operating Officer **Scott Holstein**, "This is our way of demonstrating to the business community that every company *can* make a difference in our world. We've also implemented a companywide green initiative, asking our employees to submit their ideas for reducing energy and waste in their departments within Kim and Scott's Gourmet Pretzels."

At Kim & Scott's Gourmet Pretzels, the commitment doesn't end with the online sales. Through their **Kim and Scott's Pretzel Bakery & Twisting Café** at the **Kohl Children's Museum** in Glenview, IL, they will plant a tree for every Twist 'N Top (a children's pretzel twisting experience where they twist, top and decorate their very own pretzel) purchased in the month of April.

On April 19th, in conjunction with the **Glen Town Center's** "Glen Town Greenfest," Kim & Scott's Gourmet Pretzels will offer free Twist 'N Tops from 11 a.m. to 2 p.m., again planting a tree for every Twist 'N Top redeemed.

For more information on Kim and Scott's Gourmet Pretzels, please visit www.kimandscotts.com. For more information on Trees for the Future, please visit www.Treesfff.org.

About Pretzels for Peace™

Pretzels for Peace™ is an initiative of Kim & Scott's Gourmet Pretzels delivering a strong company commitment to making a difference in our world community, with the purpose of helping bring peace throughout. Kim & Scott's Gourmet Pretzels strives to support organizations that fight all forms of bigotry and discrimination, educate children, promote peace in communities, and overall make a positive difference in our world.

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About Kim & Scott's Gourmet Pretzels

Since 1995, Kim & Scott's Gourmet Pretzels co-founders Kim and Scott Holstein have grown their business from the kitchen in Kim's Chicago studio apartment to a national presence, selling millions of pretzels each week via grocery store chains like Albertsons, Jewel, Wild Oats and Whole Foods. Their pretzels also can be found at Borders Books & Music, Barnes & Noble, and via regular appearances on QVC, where they sold more than 150,000 pretzels in just 12 minutes during their network debut. They have also been named "Entrepreneurs to Watch" by *Entrepreneur Magazine*, profiled by the Food Network's *Road Tasted* with the Deen Brothers and Al Roker's *Roker on the Road*, CNBC's *The Big Idea with Donny Deutsch*, *USA Today* and selected as one of 100 "Top Urban Entrepreneurs" by *Inc. Magazine*. Kim & Scott's bakery is located in Chicago; the nation's first Pretzel Bakery and Twisting Café is located at Kohl Children's Museum outside of Chicago.