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Contract Manufacturers and Marketers of Fine Confections and Snacks

FOR IMMEDIATE RELEASE

January 6, 2011

CLASSIC CARAMEL REINTRODUCES BLACK COW®

CAMP HILL, PA Classic Caramel is pleased to announce that it will reintroduce Black Cow® to the retail trade after a 25-year absence. Black Cow® is rich and delicious chocolate caramel.

“The name recognition of Black Cow® is as strong as many other successful reintroductions of nostalgic candy products,” said Richard Warrell, Director of Sales & Marketing. “Although the formulation is slightly altered from its original, the piece is true to its original form.”

Black Cow® will be available in bar format, as well as bite size individually wrapped pieces. The bar style is available in 24-count display boxes in an assorted floor shipper with Slo Poke® caramel bars. Suggested retail of the bars are \$0.89. The bite size pieces will be available in a changemaker tub as well as in bulk. Products will be available for shipment March 2011.

Classic Caramel is a caramel and taffy manufacturer with its plant located in York, PA. The company markets nostalgic branded merchandise, such as Bonomo Turkish Taffy®, Slo Poke®, Black Cow®, and Flipsticks™ to retail trade. In addition, the company has an extensive base of ingredient, private label, bulk, and contract manufacturing customers. Classic Caramel is a wholly owned subsidiary of The Warrell Corporation, based in Camp Hill, PA.

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