

## FOR IMMEDIATE RELEASE

November 25, 2009

### WARRELL CLASSIC TO MANUFACTURE AND DISTRIBUTE SLO POKE<sup>®</sup>, BB BATS<sup>®</sup>, & KITS<sup>®</sup>

The logo for Slo Poke, featuring the word "SLOPOKE" in a stylized, outlined font with a drop shadow effect.The logo for Kits, featuring the word "KITS" in a bold, outlined font with a drop shadow effect.The logo for BB Bats, featuring the words "BB BATS" in a bold, blue, outlined font with a drop shadow effect.

**CAMP HILL, PA** The Warrell Classic Company is pleased to announce that it has signed a three year agreement with Laco, Inc to manufacture and be the master distributor for Slo Poke<sup>®</sup>, BB Bats<sup>®</sup>, and Kits<sup>®</sup>.

These venerable nostalgic brands will be the cornerstone of a sales and branding strategy that will feature nostalgic candy products. These new additions will complement the Flipsticks<sup>™</sup> and Classic Caramel<sup>®</sup> brands also sold by the company.

The product formulas for BB Bats<sup>®</sup> and Kits<sup>®</sup> will remain the same, however the Slo Poke<sup>®</sup> formulation will return to the trade as a more traditional firm caramel. "We are very pleased with our new formulation of Slo Poke<sup>®</sup>. The Slo Poke<sup>®</sup> is back to the original flavor and texture that made it famous", commented Richard Warrell, Director of Sales and Marketing for Warrell Classic. Slo Poke<sup>®</sup> will be available in its traditional sucker format or in an easy to eat and pack bite size piece.

Pack styles are available in numerous versions, including a count good jar, count good display box, peg and lay-flat bags, as well as bulk. Please contact (866) 810-8373 for more information.

The Warrell Classic Company is a caramel, taffy, chew, and nougat manufacturer with its plant located in York, PA. The company markets nostalgic branded merchandise to all classes of trade. In addition, the company has an extensive base of ingredient, private label, bulk, and contract manufacturing customers. The company has over thirty formulations of caramel. The Warrell Classic Company is a wholly owned subsidiary of The Warrell Corporation, based in Camp Hill, PA.