

Popcorn, Indiana launches chip'ins to commemorate National Popcorn Day

Popcorn, Indiana Creates the First Gourmet Popcorn Chip

NEW YORK, N.Y., January 19, 2011 – In honor of **National Popcorn Day**, the biggest innovators in popcorn - **Popcorn, Indiana** - have taken popcorn *and* chips to a whole new level. By combining the great taste and healthy benefits of popcorn with the satisfying crunch of a chip, they created **chip'ins**, the world's first gourmet popcorn chip.

100% natural, infused with zesty flavors that pop, healthier than fried chips and tastier than baked, **chip'ins** are air-popped, unleashing all of the healthy goodness of popcorn in a chip. The shape itself makes it possible to finally dip your popcorn, yet the enticing flavors readily entertain taste buds on their own.

"After years of transforming popcorn, we're proud to announce that Popcorn, Indiana has also reinvented the chip with **chip'ins**," said Hitesh R. Hajarnavis, President & Chief Executive Officer of Popcorn, Indiana. "As **chip'ins** are air-popped and made from corn, we are excited to launch them around National Popcorn Day. We've taken everything we know about making healthier, delicious popcorn, and applied that to chips; with **chip'ins**, there's finally a chip that tastes incredible, has the satisfying crunch of popcorn, and offers a healthier, air-popped alternative to traditional chips."

Chip'ins are all natural, preservative-free, whole grain snacks that contain zero trans fats and are GLUTEN-FREE. They come in four finger-licking flavors that should please any palate on National Popcorn Day and beyond:

- White Cheddar
- Buffalo Wing
- Sea Salt
- Jalapeno Ranch



About Popcorn, Indiana

Popcorn, Indiana cooks up perfect gourmet snacks that span the taste spectrum: crispy, crunchy, salty and sweet, and sometimes decadent and spicy. Popcorn, Indiana's classic, handcrafted popcorn and **Kettlecorn** have reinvented the category by using 100% natural ingredients and outrageously delicious flavors. Popcorn, Indiana popcorn offer freshness and flavor that can't be duplicated in the microwave oven, and contain zero trans fat. They are gluten-free, made from non-GMO corn, and contain whole grains. Their new **chip'ins** offer everything they know about making healthier, all-natural, super-delicious, air-popped snacks in an easy-to-handle chip.

Chip'ins are available nationwide at Walmart, Walgreens, BJ's, select Whole Foods and Costco retailers. Starting in March, they will be available at and Sam's Club. To learn more please visit www.popcornindiana.com.

For more information, please contact Stephanie Kerman of Behrman Communications:
Skerman@behrmanpr.com / 212-986-7000