

For Immediate Release

Popcorn, Indiana to Appear on the New Season of NBC's Apprentice

New York, NY (September 22th, 2010) – **Popcorn, Indiana** – makers of the most satisfying, authentic Kettlecorn in America, will be the featured brand and main focus of a unique task on the **October 7th, 2010** episode of NBC's newest season of **The Apprentice**. This updated version of the show offers the opportunity of a lifetime to 16 candidates who have been hit hard by economy.

“We are thrilled to play an active role in the 10th Season of The Apprentice,” said Hitesh Hajarnavis, CEO and President of Popcorn, Indiana. “We like to think that the only thing that needs to be fired in this economy are unhealthy snacks. The candidates will make sure America learns about the benefits, delicious taste, and fun that come along with eating an all-natural, hand-crafted snack like Popcorn, Indiana. Let's hire our taste buds and help put America back to work.”

Customers are clamouring for Popcorn, Indiana for a reason. With its satisfying taste and low calorie count, popped popcorn is the fastest growing segment in the salted snack food category and accounts for nearly \$300 million of sales (source: ACNielsen). Thanks to discerning consumers, Popcorn, Indiana has achieved tremendous growth; the company hopes to continue outpacing the salty-snacks category by continuing to provide outrageously delicious snacks that allow folks to Munch Better™.



About Popcorn, Indiana:

Popcorn, Indiana cooks up the perfect gourmet snack, one that spans the taste spectrum: it's crispy, crunchy, salty and sweet, comforting and familiar. It's popcorn's redemption – a new take on a familiar classic. And it does it the old-fashioned way – the 100% natural ingredients are lovingly hand-crafted. Popcorn, Indiana products 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.

Popcorn, Indiana is sold in over 50,000 doors throughout the US, including grocery stores, supermarkets, convenience stores, drug stores and a host of other outlets. The brand is currently available at select Bed Bath & Beyond, BJ's, Costco, CVS, Duane Reade, Rite Aid, Sam's Club, Target, Walgreens, Walmart, and Whole Foods locations. www.popcornindiana.com

About NBC's The Apprentice:

NBC and Donald Trump want to put America back to work -- and after a long wait, the boardroom will be open again for candidates who have lost their jobs as the network showcases an updated version of the popular original alternative series "The Apprentice," with Trump returning to preside. Trump will give the opportunity of a lifetime to 16 new candidates ranging in age -- all of whom have been hit hard by the current economic downturn. These will include talented and bright prospects who have lost their jobs with no hope in sight as well as recent college graduates who currently have few if any prospects. Joining Trump will be boardroom advisers Donald Trump Jr., Ivanka Trump and George Ross. Also included among the advisers will be a more focused group of business guest executives in the revolving chair -- both relevant to the tasks at hand and to the corporate employment environment. The new season of "The Apprentice" promises to be an engaging and fresh look at the changing face of corporate America. It will showcase what has turned out to be an incredible cast of candidates, all vying to become "The Apprentice" and all deserving of a fresh start to their careers. Times have changed since "The Apprentice" first premiered in 2004; instead of the high-flying rewards enjoyed by winning teams in previous seasons, Trump has re-directed the focus to more meaningful rewards aimed at improving the lives of the candidates. As a result, winning Project Managers will be rewarded with one-on-one meetings with some of America's best-known business leaders and CEOs. The winner will land a job within The Trump Organization with a six-figure salary. "The Apprentice" is produced by Mark Burnett Productions in association with Trump Productions LLC. Mark Burnett and Donald Trump are executive producers.

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