



## Popcorn, Indiana Announces who “Munched Better™”

New York, NY (May 16, 2011) – They came, they saw, they munched! **Popcorn, Indiana**, makers of the most satisfying, authentic Kettlecorn in America, is proud to announce the winners of the “Munch Better” video contest. After being featured on Season 10 of NBC’s “**The Apprentice**” as the main focus of a unique task to create a viral video “stunt”, Popcorn, Indiana then challenged America’s snackers to create Munch Better™ viral videos of their own, and munch better they did!

Contestants got creative with entries that featured singing, dancing and even animation. First place winner Amanda Watarz wowed the judges when she and two friends gleefully sang the actual copy from the back of Popcorn, Indiana’s best-selling Kettlecorn bag. The lucky trio will receive a year’s supply of Popcorn, Indiana, and will be flown to New York City to attend the live finale of “**The Celebrity Apprentice**” on May 22, 2011.

Three runners up made the final cut: Brent Morgan Pop, Pop Popped his way into the judge’s hearts by creating an insanely catchy tune called “Just a Little Bit,” Anthony Maddaloni scored with an animated video that brought various flavors of Popcorn, Indiana to life in a memorable and creative way, and Saul Sudin performed some high-tech video-conferencing magic with his “Miss You” video. Brent, Anthony and Saul will be receiving a year’s supply of Popcorn, Indiana products to keep them munching better over the next twelve months.

“We were so impressed with the creativity behind all of the participants’ video entries, and are excited to welcome Amanda and friends to New York to enjoy the live finale of the Celebrity Apprentice,” says Hitesh Hajarnavis, Chief Executive Officer at Popcorn, Indiana. “The videos made by The Apprentice teams were terrific, and we were incredibly flattered and impressed with what our amazing fans created on their own. We think they did a fantastic job, and no one got fired!”

To promote the Munch Better Video Contest, Popcorn, Indiana created several videos on their own which ultimately cracked the Advertising Age Viral Video Top 10 Chart. The videos, along with all of the entries from the contest, can be viewed on Popcorn, Indiana’s Youtube page, [www.youtube.com/munchbettercontest](http://www.youtube.com/munchbettercontest)

### **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. Popcorn, Indiana snacks are available nationwide across all channels including Bed Bath & Beyond, BJs, Costco, CVS, Duane Reade, Jamba Juice, Safeway, Sam's Club, Stop & Shop, Walgreens, Wal-Mart, Wegmans, and Whole Foods. Please visit us at [www.popcornindiana.com](http://www.popcornindiana.com)

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