



Snak King Corp. Acquires C.J. Vitner Company

Los Angeles, January 3, 2012 – Barry C. Levin, Chairman and Chief Executive Officer of Snak King Corp., announced today that his firm has acquired C.J. Vitner Company, a leading manufacturer and distributor of snack foods in the greater Chicago market. Terms of the transaction were not disclosed.

Snak King is one of the largest independent snack food manufacturers in the United States. Their 277,000 square foot facility in the City of Industry, California serves the national market with organic, kosher, Hispanic and traditional snacks under The Whole Earth, El Sabroso, Granny Goose, Jensen's Orchard and Snak King brands, as well as private label products.

C.J. Vitner, founded in 1926, is one of the oldest family-owned-and-operated snack food companies in the country. They run distribution centers in Chicago, Indiana, and Wisconsin with a 138,000 square foot manufacturing facility on 50 acres in Freeport, Illinois.

Vitner's customers include many of the nation's largest retail, supermarket and convenience store chains, as well as leading regional retailers in the Midwest.

"We have known the Vitner family for many years, both as distributors of El Sabroso products in the Midwest and as highly respected leaders in our industry," said Mr. Levin. "We are very proud that they have chosen to become part of the Snak King organization and are entrusting to us their heritage of more than eight decades of quality."

The current Vitner management team will continue to oversee manufacturing and distribution, Mr. Levin said.

Bill Vitner, Chairman and CEO of C.J. Vitner Co., said, "Joining with Snak King enables Vitner's to deliver a truly nationwide solution to our customers in terms of products, distribution and services. Snak King has been at the forefront of our industry in quality and innovation, and we are delighted to have joined their team."

###

Contact:

Alexander Auerbach
Auerbach & Co. Public Relations
1.800.871.2583
auerbach@aapr.com