

## CandyRific Hires New Sales Manager

Will help company expand nationwide

**LOUISVILLE, Ky.** -- Novelty candy manufacturer CandyRific, has announced that Greg Decker will join the company as its sales manager.

Decker comes to CandyRific with an extensive background in novelty candy, including previous positions at Cap Candy and Pez. His past management experience in the Midwest and Northeast will prove a valuable resource as CandyRific continues to expand nationwide, the company said.

"Greg will be instrumental in helping us grow our business to the next level," said CandyRific president Rob Auerbach.

The Louisville, Ky.-based company recently debuted its 2009 candy lines, including Airheads and M&M'S products:

- Airheads Seasonal Finger Pops for Halloween and Christmas: Finger goes over consumer's finger (0.42 oz.; MSRP \$1.29.).
- Airheads Slinky Sport Pop: Combines lollipop, Slinky ring (0.42 oz.; MSRP \$1.49).
- Surprise Airheads Pops: Comes with spring-loaded creature (0.42 oz.; MSRP \$1.49).
- M&M'S Seasonal Tins: These embossed tins come with two 0.63-oz. bags of M&M'S candies. Available four themes: Valentine's Day, Easter, Halloween and Christmas (MSRP \$2.49).
- M&M Baker: Each time consumer presses button, "Red" scoops up and serves two M&M'S candies; refillable and comes stocked with 0.63 ounces of M&M candies (MSRP \$7.99).



CandyRific sells candy and novelty product combinations using popular licensed brands. Some of the other licensed brands in CandyRific's portfolio are Tweety!, Looney Tunes, Etch A Sketch, Slinky, Madagascar 2, Skittles and Starburst.