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CANDYRIFIC TWEAKS ITS OFFERING WITH NEW TWEETY! BIRD CANDY LINE

Four SKUs Launched That Combine Candy and Toys

Louisville, KY (July 26, 2007) Candyrific, a leading novelty candy manufacturer, announced it has signed a new licensing agreement to sell its candy and toy combinations featuring the much-beloved Looney Tunes' Tweety! character.

Candyrific is starting with four new SKUs in the license, and will begin shipping in display packs of 12 this fall. The four styles are:



Tweety Fan,
SRP \$2.99



Tweety Giggle Head,
SRP \$2.99



Tweety Candy Popper,
SRP \$2.99



Tweety Message Board,
SRP \$2.99

“We believe the Tweety line hits a great demographic for us. Kids today are Tweety fans, and their parents are nostalgic for him” said Robert Auerbach, president of Candyrific.

About Candyrific

Candyrific sells exciting kid's candy, both licensed and unlicensed. All candy features great-tasting candy, high perceived value, colorful display and lasting play value. Some of the licenses the company has include Shrek the Third, SpiderMan, M&Ms, Skittles, Tweety!, Looney Tunes, X-men, and Etch-a-Sketch.