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CANDYRIFIC'S NEW CANDY FANS A HIT WITH RETAILERS

Louisville, KY (September 11, 2007) Candyrific, a leading novelty candy manufacturer, announced it is now offering three new candy fans. Two products sport the M&M's® license and the third has the Skittles® license, all in the successful candy and novelty combinations Candyrific has become well known for.

Candyrific has made a name for itself creating name-brand candy combined with a unique novelty feature that literally flies off retailers' shelves. The M&M's® and Skittles® licensed candies are no exceptions, and are scheduled to arrive this fall (packed 12 in point-of-purchase display packs). Each fan holds real M&M's® or Skittles® candy in its base, and has a working fan, and will sell for \$3.99 retail. The three styles are:



M&M's® Character Fan



M&M's® NASCAR Fan



Skittles® Fan

"We've had a great response to the M&M'S® and Skittles® lines because the brands are universally recognized and loved by consumers", said Robert Auerbach, president of Candyrific.

About Candyrific

Candyrific sells candy & novelty product combinations utilizing popular licensed brands. Some of the **other licensed** brands in Candyrific's portfolio are Tweety!, Looney Tunes, X-men, Etch-A-Sketch, Shrek the Third, and Spiderman. All products have a high perceived value, are merchandised in colorful displays, and are especially popular with collectors.

About Mars US

Mars US is the United States food, snack and pet care operations of Mars, Incorporated, one of the world's leading food manufacturers. With more than \$7 billion in annual sales in the U.S., the combined food, snack and pet care segments are a symbol of excellence for quality brands. Headquartered in Hackettstown, New Jersey, Mars US employs more than 9,000 associates in the United States, with 52 facilities nationwide. The company owns some of the world's favorite brands, including M&M'S® Brand, SNICKERS® Brand, SKITTLES® Brand, UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats.