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CANDYRIFIC HOVERS WITH SUCCESS WITH NEW LIGHT-UP HELICOPTER CANDY

Louisville, KY (June 26, 2007) Candyrific, a leading novelty candy manufacturer, announced it is shipping on a very successful new line of lite-up candy pop fans in three styles: helicopter, flower and plane.

The candy fan ship in a 12-pack retail display for each of the three styles, or a Power Panel that is packed with 12 of each of the three styles, with 36 total fans. The candy retails for \$2.99, and customers are snapping them up because they combine a cool fan for summer, a push-button light and candy in popular flavors.



“We’ve been pleased to see this new line take off so well. Most of our big accounts have just received their first orders of this line, yet they are already placing reorders because they’re selling so fast,” 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, Tweety, Looney Tunes, X-men, and Etch-a-Sketch.