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## PRESS RELEASE

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### **Impact Confections names new Vice President of Sales**

COLORADO SPRINGS, COLORADO -- Impact Confections is excited to announce the appointment of Jim Hanigan to the position of Vice President of Sales. In this role, Mr. Hanigan will be responsible for the global sales of the Impact Confections and Melster Candies product lines, including the leading extreme sour brand, WARHEADS®. Mr. Hanigan enjoyed an impressive 20 year career at Mars Incorporated, most recently as Vice President of Sales for the Mars Ice Cream Division. Prior to that, Mr. Hanigan was the National Sales Director for the Mars Confectionery division, and has held key sales positions with Mars Petfood and Uncle Ben's Food divisions. "I am extremely excited about joining Impact Confections, and I look forward to growing and enhancing the strong portfolio of brands", states Jim Hanigan.

#### About Impact Confections

Impact Confections is the largest manufacturer of 3-D Lollipops in the United States, and owns the leading extreme sour brand WARHEADS®. Mass merchants, convenience, drug and grocery stores all turn to Impact Confections as the pacesetter in interactive candies. As a leading innovator for confectionery candies, Impact Confections is the recipient of numerous coveted industry awards for product originality. The company's diverse product portfolio encompasses such leading consumer brands as WARHEADS®, *Lollipop Paint Shop®*, and *Carousel Pop*. Impact Confections, Inc. also owns Melster Candies in Cambridge, WI, where it produces well known traditional goodies such as *Circus Peanuts*, *Peanut Butter Kisses*, *Salt Water Taffy*, *Coconut Toasties*, *Chocolate Covered Marshmallow*, and *Crème Drops*.

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