



## MIKE AND IKE® LEMONADE BLENDS® Offers Refreshing Flavors All Year

Bethlehem, PA, June 8, 2009— Originally introduced in 2008 as a limited edition summer flavor, MIKE AND IKE® LEMONADE BLENDS® is now available year-round. Since its launch, this variety has highlighted the Alex's Lemonade Stand Foundation™ (ALSF), which is contributing to the fight to cure childhood cancer. The MIKE AND IKE® Brand will continue to make a minimum donation of \$100,000 per year to ALSF.

To kick-off the MIKE AND IKE® LEMONADE BLENDS® induction to its permanent flavor line, the MIKE AND IKE® Brand will feature exciting new radio promotions in select cities across the country. This will include: DJ endorsements with lemonade related contests, and sampling of MIKE AND IKE® LEMONADE BLENDS® at over 200 events. In addition, MIKE AND IKE® will continue to drive awareness and support of ALSF through the brand's facebook® social networking site.

MIKE AND IKE® Lemonade Blends® candy is a five-flavor mix offering refreshing Lemonade, Raspberry Lemonade, Strawberry Lemonade, Lime Lemonade, and Tangerine Lemonade flavors. The MIKE AND IKE® LEMONADE BLENDS® variety will be on store shelves late this spring.

Donald Houston, Senior Brand Manager for MIKE AND IKE®, commented, "We are very excited that our MIKE AND IKE® LEMONADE BLENDS® has been such a hit. In addition to being a great tasting product, a portion of the proceeds from the MIKE AND IKE® LEMONADE BLENDS® variety are donated to a very worthy cause -The Alex's Lemonade Stand Foundation™."

**Alex's Lemonade Stand Foundation:** is a unique foundation that grew from a young cancer patient's front yard lemonade stand to a nationwide fundraising movement to find a cure for childhood cancer. Since Alexandra "Alex" Scott (1996 - 2004) set up her first lemonade stand at the age of 4, millions of dollars have been raised towards fulfilling her dream of finding a cure for all children with cancer.

**Just Born, Inc. and MIKE AND IKE®:** The MIKE AND IKE® Brand was introduced in 1940. All MIKE AND IKE® Brand Candies are kosher and gluten free.

### Contact:

Ellie Deardorff, 609.279.0977, [edeardorff@justborn.com](mailto:edeardorff@justborn.com)  
Milena DeLuca, 609.921.2311, [mdeluca@justborn.com](mailto:mdeluca@justborn.com)