

PEEPS(R) and Rita's Italian Ice Mix It Up To Make a Sweet Partnership This Spring

BETHLEHEM, Pa., Feb. 17 /PRNewswire/ -- PEEPS® Brand Marshmallow Candies, a springtime icon, is partnering with Rita's Italian Ice, the nation's largest Italian Ice company. Together, they are introducing *NEW* PEEPS® Italian Ice. Fans will enjoy the combination of the PEEPS® marshmallow taste and the refreshing, cool, smoothness of Rita's Italian Ice.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100217/PH54881>)

Sweet Dates:

- **March 20th** thru **April 4th** - *NEW* PEEPS® Ice will be available starting the First Day of Spring until April 4 at all Rita's locations.
- **March 20th** - Rita's will celebrate the First Day of Spring by giving away a free, regular size Italian Ice to each guest in the available flavor of their choice.
- **March 27th** – The first 500 guests to visit a Rita's location will receive a FREE PEEPS® Chocolate Covered Marshmallow Chick while supplies last. PEEPS® Chocolate Covered Marshmallow Chicks are being introduced this Easter and are available in individually wrapped packages.

PEEPS® and Rita's have teamed up to offer delicious, cool treats that combine the marshmallow deliciousness of PEEPS® and the cool, refreshing flavor of Rita's Ice:

- **PEEPS® Chocolate Covered Gelati** - This is a cool refreshing treat which layers sweet new PEEPS® Ice and smooth, creamy chocolate frozen custard. This flavor combination will tantalize fans as it mimics the newly introduced PEEPS® Chocolate Covered Marshmallow Chicks.
- **PEEPS® Chocolate Covered Misto®** - this delight blends PEEPS® Ice and chocolate frozen custard into a cool, creamy and delicious on-the-go drink.
- **PEEPS® Pie Blendini™**- this crunchy frozen treat combines the PEEPS® Ice with smooth, creamy frozen custard with tiny cookie pieces to create a sweet crunch sensation.

Chris Schneeweiss, Brand Manager for PEEPS® commented, "Rita's and the PEEPS® Brand are partnering for the first time ever this spring to create a PEEPS® Ice line of products. It's exciting to offer our fans a new way to enjoy PEEPS®."

"We are thrilled to be partnering with PEEPS® to offer our Guests another fun and tasty way to mark the arrival of the new season," said Jim Rudolph, Chairman and CEO of Rita's Franchise Company. "Our guests are always excited to celebrate the arrival of spring and our PEEPS® Italian Ice is wonderful addition to our treat menu."

JUST BORN, INC.

Just Born, Inc. is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS®, HOT TAMALES®, MIKE AND IKE®, MIKE AND IKE® ZOURS® and TEENEE BEANEE® Brand Candies. PEANUT CHEWS® Brand Candies are produced in Philadelphia, PA. All Just Born candies are made in the U.S.A. For more information, visit www.marshmallowpeeps.com.

About Rita's Franchise Company

Rita's Franchise Company, headquartered in Treviso, PA, is the largest Italian Ice concept in the nation, currently operating in 18 states with more than 550 stores. Rita's brand promise is Ice, Custard and Happiness. The chain offers a variety of frozen treats including its famous Italian Ice, Old Fashioned Frozen Custard, and layered Gelati, healthy Light Line™ treat options as well as its signature Misto® and Blendini™ creations. Rita's was named one of the Top 25 Franchise High Performers by the Wall Street Journal's 'Startup Journal.' In a 2009 Zagat survey of over 6,000 fast-food fans, Rita's was ranked #2 in the Top Ice Cream/Custard category. The World Needs More Rita's! For more information, visit www.ritasice.com.