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**FARLEY'S & SATHERS CANDY COMPANY APPOINTS LIAM C. KILLEEN
AS CHIEF EXECUTIVE OFFICER**

**20-Year Industry Veteran Has a Proven Record of Building
Leading Global Confectionery Companies**

Round Lake, MN – May 5, 2009 – Farley's & Sathers Candy Company, Inc. today announced that Liam C. Killeen has been appointed Chief Executive Officer. Mr. Killeen succeeds Keith Lively, who will remain a member of the Company's Board of Directors and will continue to be actively involved with the Company. Dennis Nemeth will continue to serve as President of the Company.

Mr. Killeen brings more than two decades of industry experience to Farley's & Sathers. The Company expects that his experience in developing innovative marketing and distribution strategies will help Farley's & Sathers enhance the connection that its brands have with consumers, thereby accelerating the Company's growth and profitability.

"This is an exciting time for Farley's & Sathers, and this appointment reflects both the growth that we have already achieved as well as the significant opportunities that lie ahead," said Mr. Lively. "Over the past seven years, we have grown the business, both organically and through smart acquisitions. During this time, we have also improved our operating efficiencies and developed a broad and effective manufacturing platform. With this success achieved, we are now able to accelerate our marketing and distribution strategies."

Mr. Nemeth said, "Liam is the perfect fit to take Farley's & Sathers forward. He has a deep knowledge of our product portfolio, including having worked with Brach's before it became part of Farley's & Sathers. He also has a strong track record with other confectionery companies around the world, helping to generate consumer enthusiasm for their products. We are delighted to welcome Liam to the Farley's & Sathers team."

Mr. Killeen said, "Farley's & Sathers has one of the most beloved candy offerings in the industry as demonstrated by its success, particularly over the past several years. In joining Farley's & Sathers, I see an opportunity to build on the Company's strengths and further enhance the connection that these brands have with consumers. In doing so, we can accelerate both growth and profitability, while further strengthening our distribution and retail partnerships. I look forward to working with Keith, Denny and the rest of the Farley's & Sathers' team in the next stage of the Company's development."

Most recently, Mr. Killeen served in three executive positions at Storck KG, a \$1.7 billion¹ global manufacturer of confectionery products with brands such as Werther's Original®, Riesen® and Bendicks®. His roles included Executive Vice President of Storck KG, Chief Executive Officer of Storck North America, and Managing Director of Bendicks of Mayfair. Among his accomplishments in these coinciding roles, Mr. Killeen led double digit revenue gains and significant margin expansion in the Company's U.S. operations, while also establishing a new and leading market position in Canada, and driving financial and operational improvements at Bendicks.

Prior to joining Storck, Mr. Killeen was Vice President of Marketing at Van Melle Inc., where he led the Company's strategic planning process and built new marketing practices, including key brands such as Mentos®, culminating in the *Marketing 100* award by Advertising Age. Before that, Mr. Killeen served in various leadership positions at Jacobs Suchard AG subsidiaries, including Marketing Manager for E.J. Brach Corporation and Senior Brand Manager for Jacob Suchard Ltd. Mr. Killeen began his professional career at the confectionery company, Rowntree Macintosh. He received his Bachelor of Commerce, with honors, from the University College Cork, Ireland, and has served on the Board of Trustees and the Executive Board of the National Confectionery Association.

About Farley's & Sathers Candy Company Inc.

Headquartered in Round Lake, Minnesota, Farley's & Sathers Candy Company, Inc. is a leading manufacturer and distributor of quality confectionery and gum products. The Company has developed its business both through internal growth and through the acquisitions of famous confectionery brands, including FARLEY'S®, SATHERS®, HEIDE®, JUJYFRUITS®, NOW AND LATER®, BOBS®, SWEET STRIPES®, SUPER BUBBLE®, FRUIT STRIPE®, RAIN-BLO®, TROLLI®, CHUCKLES®, AND BRACH'S®. For more information visit <http://www.farleysandsathers.com/>

¹ Source: *Candy Industry* magazine, January 2009