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**For Immediate Release**

**FARLEY'S & SATHERS CANDY COMPANY APPOINTS ELIZABETH OWENS  
AS PRESIDENT AND CHIEF OPERATING OFFICER**

*Brings 20+ Years of Experience in Marketing and Sales in Consumer Products*

**Round Lake, MN – July 11, 2011** – Farley's & Sathers Candy Company, Inc. today announced that Elizabeth "Betsy" Owens has been appointed President and Chief Operating Officer, effective immediately.

Ms. Owens joins Farley's & Sathers after more than two decades of general management, marketing and sales experience in multiple consumer products industries. Most recently, she served as General Manager of Kenmore, the \$3.5 billion home appliance division of Sears, where she worked to re-establish Kenmore's technology and design leadership through innovation and customer relationships. Prior to that, Ms. Owens served as Chief Marketing Officer and Senior Vice President for Rand McNally and Company, a privately held publisher of maps and navigation products, where she oversaw business strategy, new product development and marketing.

"We are delighted to welcome Betsy to Farley's & Sathers," said Liam Killeen, Chief Executive Officer. "This is an exciting time for Farley's and Sathers, as we continue to build on our industry-leading manufacturing capabilities and product portfolio by leveraging our beloved brands and distribution power. I am confident that Betsy's experience and track record of success in consumer products will be instrumental as we execute on our growth strategies."

Ms. Owens said, "This is an exciting opportunity for me. Farley's & Sathers is a market leader, with some of the best brands and hardest working employees in the candy industry. I look forward to working with the Farley's & Sathers team as we work to accelerate growth, innovation and success."

Prior to Rand McNally, Ms. Owens spent thirteen years at SC Johnson in numerous leadership roles including Division Director for Home Storage and General Manager of Taiwan. Prior to that, she spent six years at Gillette. She began her career at Procter & Gamble. Ms. Owens earned a MBA from Harvard Graduate School of Business Administration and holds a bachelor's degree from Harvard University.

## **About Farley's & Sathers**

Since its inception on February 20, 2002, Farley's & Sathers Candy Company, Inc. has become one of the top 25 manufacturers of confections in the world. Headquartered in Round Lake, Minnesota, Farley's & Sathers Candy Company, Inc. is a leading manufacturer and distributor of quality confectionery and gum products, offering full line, full service opportunities to all classes of trade in the United States. The company's success in the industry, experience with acquisitions, and significant capital resources established Farley's & Sathers Candy Company as a leader in the confection industry. Farley's & Sathers Candy 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 a complete list of our famous brands, check out our legal section under "All about Farley's & Sathers".