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Peeled Snacks Makes the 2011 Inc. 500 List of America's Fastest-Growing Private Companies

Company Grows 700% by Broadening Dried Fruit Category

BROOKLYN, NY, August 23, 2011 -- *Inc.* magazine today ranked Peeled Snacks, makers of organic, gently-dried fruit snacks, number 15 in Food & Beverage and 488 overall on its 30th annual Inc. 500, an exclusive ranking of the nation's fastest-growing private companies. The list represents the most comprehensive look at the most important segment of the economy, America's independent entrepreneurs, including companies such as Microsoft, Zappos, Intuit, Jamba Juice, Zipcar, Clif Bar, Vizio, and Oracle.

"We're thrilled to be named on the 2011 Inc. 500 list and be recognized for the terrific growth we're experiencing," comments Noha Waibsnider, Peeled Snacks CEO. Peeled Snacks, which has experienced three-year sales growth of over 700%, is available nationwide in Starbucks, Hudson News, Amazon.com and more recently, many grocery stores in the New York Metro area including Whole Foods Markets, ShopRite, King Kullen, D'Agostino and Gristedes, as well as Costco in the Midwest.

Peeled Snacks, which was founded in 2005, has been on a mission to make you feel good about snacking by creating organic dried fruit snacks that taste good and are good for you. Peeled Snacks provide natural goodness – just organic fruit with nothing added: no sugar, no artificial sweeteners or preservatives added. The snacks are naturally packed with fiber, essential vitamins and minerals that nourish and satiate, and are gluten, dairy and cholesterol free.

"We're exploding the dried fruit category beyond raisins, cranberries, and prunes with new flavors and organic fruit with no added sugar," comments Waibsnider. The dried fruit category surpassed \$668 million in sales in 2009, with raisins grabbing the majority of sales (36% in 2009), followed by sweetened cranberries and prunes. With raisins aimed primarily at kids and prunes targeted at seniors, Peeled Snacks offers organic, premium, gently-dried fruit snacks and a fun, vibrant brand. Peeled Snacks' tremendous growth proves that fruits like mango, cherries, and pineapple reenergize the dried fruit category and provide incremental sales. Noha Waibsnider comments, "We firmly believe in the importance of eating food that is as natural as possible, so we're excited to grow the category with nourishing, organic snacks without added sugar."

About Peeled Snacks

In 2004, Noha Waibsnider founded Peeled Snacks in New York, NY, to fill a critical void in the snack market: tasty, convenient foods that are healthy and make people feel good about snacking. The Company brings consumers the juiciest, tastiest, gently-dried organic fruit, which is sourced locally whenever possible. Peeled Snacks has partnered with the American Farmland Trust to promote and save American farmland. Peeled Snacks are available nationwide in airports, gyms, resorts, hotels, and other convenience locations, including Starbucks, Hudson News, Whole Foods, Costco, Amazon.com, and at PeeledSnacks.com. Peeled Snacks: "Real food, real peel."

For more information about the Inc. 500 list, please visit www.inc.com/500.