



paul davis joins popchips as ceo **former kettle ceo & frito-lay executive takes over leadership of** **award winning brand**

san francisco — january 2014 – today *popchips* announced that former kettle ceo and consumer products veteran, paul davis, will take over as ceo of the award winning popped snack company. davis was most recently the ceo of coinstar/redbox, where the company quadrupled its revenues and earnings under his leadership. in his new role, davis will focus on taking *popchips* to the next level and capitalize on the fast growing better-for-you snacking segment.

davis succeeds co-founder and chairman, keith belling, as ceo and co-founder and president, patrick turpin. both belling and turpin are excited about bringing on someone of paul's caliber to continue to grow *popchips* and will remain actively involved as founders. in addition, belling will continue to serve as chairman and will remain focused on the company's global strategy.

"paul's record of achievement combined with his leadership, operating experience, passion for great brands, and innovation make him the ideal candidate to lead *popchips* into the future," said keith belling, co-founder and chairman of *popchips*. "paul's success transitioning from the founder at kettle while embracing and building upon kettle's rich culture and team dynamic, further assured us he was the perfect choice."

davis's background includes over 16 years of experience in the snack industry, including serving as ceo of kettle foods and nearly 14 years at frito-lay where he served as chief customer officer and then president of frito-lay in canada. davis, who started his career at procter and gamble, also served as president of north america for starbucks.

"i've been a huge fan of *popchips* since they launched and created the popped category. the brand has a tremendous following and i look forward to working with the team to further enhance its position as the leaders in the better-for-you snack category," said paul davis. "you can't walk down the snack aisle without seeing the impact *popchips* has had on the category. i'm thrilled to be joining the team and helping take the brand to the next level.

davis will oversee all *popchips* operations, including u.s., canada, and u.k., where he will build on the brand's great success while nurturing the company's culture of innovation, continue building strong retail partnerships, and execute even more creative marketing campaigns.

popchips are now available at over 30,000 retailers across north america and

the u.k., including whole foods, safeway, target, kroger, wegmans, loblaws, waitrose, sainsbury's, tesco and costco, and other independent and specialty chains, as well as on amazon.com. for more information on popchips, visit popchips.com or popchips.co.uk.

about popchips:

popchips®, one of the hottest snacks brands in north america and the uk, is a delicious line of popped potato, tortilla and corn chips with all the flavor and half the fat of fried chips. *popchips* has been winning awards and acclaim since its launch in 2007, while garnering a passionate following among trendsetters, moms, sports enthusiasts, and celebrities alike. *popchips*' fans include katy perry, ashton kutcher, jillian michaels, and sean (diddy) combs.

popchips are now sold at over 30,000 retailers across north america and the uk, including whole foods market, safeway, kroger, target, walgreens, wegmans, loblaws, select costco locations, and online at store.popchips.com. for more information about the company and its products, pop over to popchips.com, become a fan on facebook or follow us on twitter. for more information and to find a retailer near you, pop over to www.popchips.com.

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