

America's Pretzel Bakery Since 1909™



NEWS RELEASE

CONTACT: Kylene Conrad
NEWSMAKERS
(717) 392-6982 x102
kconrad@northstar-m.com

60 Days of Giving

Snyder's of Hanover and Better Homes and Gardens Partner for Holiday Promotion

Hanover, PA – November 2, 2009 – The holidays are coming and Snyder's of Hanover is giving everyone 60 reasons to get excited. With help from Better Homes & Gardens, starting now through December 31, 2009, you can enter a daily drawing at www.snydersofhanover.com for a chance to win a gift valued at \$50 to \$100. Each day's winner will be selected from the entries submitted the previous day. On Thanksgiving and Christmas there will be a \$5,000 prize drawn from all entries previous to November 26, 2009 and December 25, 2009.

Enter every day during the 60 Days of Giving Sweepstakes and look for festive holiday recipes or craft ideas featuring Snyder's of Hanover Pretzels. If you miss a day, don't worry, a link will also be available listing the entire 60 features and additional Holiday ideas from Better Homes and Gardens.

Better Homes and Gardens is also providing a discounted subscription offer. Sign up to receive eight issues of Better Homes and Gardens for \$5.00 with 1 UPC proof of purchase from any Snyder's of Hanover product. Details of this offer will be provided on www.snydersofhanover.com as well as on in-store materials.

-more-

Enter today and every day and you could be a winner this holiday season. And look for a money saving coupon off Snyder's of Hanover Flavored Pretzel Pieces in your Sunday paper December 6th.

Snyder's of Hanover has been America's favorite Pretzel Bakery since 1909. They have been recognized for their creative new products and their assortment of delicious pretzels. Snyder's of Hanover is the healthy, great tasting brand of snacks Americans choose! For recipes and amusing facts on pretzels visit www.snydersofhanover.com.

#