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First Colossal Cracklins Pack Some Heat, Even Bigger Crunch

Lee's Pig Skins launches huge cracklins with a bold, spicy kick

LIMA, Ohio (March 23, 2010) – Lee's Pig Skins, produced by Rudolph Foods, the world's largest manufacturer of pork rinds and cracklins, has introduced a new Colossal Cracklin in three flavors—Bold & Spicy BBQ, Chile Limon and Original. Slated to hit shelves later this month in southern and southeastern states, these new Colossal Cracklins meet the growing consumer demand for hot and spicy flavors, while also offering an enormous crunch.

Colossal Cracklins bring to the category a huge new crunch and size to this traditionally bite-sized nostalgic snack. Bold & Spicy BBQ and Chile Limon introduce bold new flavors to cracklins. Lee's will roll out its new Bold & Spicy BBQ, Chile Limon and Original Colossal Cracklins at major retail outlets across the south and southeast and will be sold in 3.5 oz. packages.

"Lee's is all about the huge crunch and snacks that push the envelope," said Greg Stanton, Lee's Pig Skins. "Our new Colossal Cracklins with Bold & Spicy BBQ seasoning and Chile Limon seasoning do just that—they combine the perfect spice with just the right amount of flavoring and a crunch that will be heard across the Deep South."

For more information on the new Colossal Cracklins and other Lee's pork rinds and cracklins, visit RudolphFoods.com.

About Lee's Pig Skins

Lee's Pig Skins is produced by Rudolph Foods Company, Inc., one of the world's largest suppliers of branded and private-label snack products, including the world's largest manufacturer of pork rinds. Lee's is solely dedicated to providing its customers with the best quality products and the highest levels of customer service at the best price. For additional information, please call 1-800-241-7675, or visit www.RudolphFoods.com.

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