



David Ritterbush Tapped as New CEO of popchips®

-- Veteran CPG Executive Brings Proven Track Record of Driving Growth Opportunities on Behalf of Leading Lifestyle & Nutrition Brands --

Los Angeles, CA (November 03, 2015) — *popchips®*, the innovative popped snack company, today announced the expansion of its leadership team with the addition of consumer packaged goods veteran David Ritterbush, who assumes the post of Chief Executive Officer. *popchips* previous CEO, Paul Davis, will expand his role on the board of directors, joining Founder Keith Belling as Co-Chairman.

"I witnessed *popchips* transform the better-for-you snack category in 2007, igniting explosive growth and massive consumer enthusiasm for its brand," says Ritterbush, CEO *popchips*. "The timing for me to join the team could not be better as we plan to introduce exciting innovations in 2016 that will fire up and excite our existing snackers, attract new fans to the brand and expand the tremendous support we receive from retail partners."

"The *popchips* brand made incredible strides in 2015 and I'm honored to be evolving my role on the board of directors as Co-Chairman," says Paul Davis. "I am confident Dave will lead *popchips* and its talented team to great heights as one of the world's best salty snack

companies."

Ritterbush brings 25 years of consumer package goods experience to the company, having worked across numerous leading lifestyle brands. He is recognized as an innovator within the industry, with a keen ability to identify and respond to consumer behaviors and demand in highly competitive markets.

Ritterbush joins *popchips* from his previous post as CEO of Premier Nutrition Company, Inc. During his tenure at Premier Nutrition, Ritterbush led the company through tremendous growth as it became a leading player in the active nutrition category. Prior to Premier Nutrition Company, Ritterbush spent time as the VPGM of Red Bull North America and had a long career at Dreyer's Grand Ice Cream.

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about *popchips*:

popchips®, one of the hottest snacks brands in north america and the uk, is a delicious line of popped potato and veggie 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 jillian michael, ashton kutcher, 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 www.popchips.com, become a fan on facebook or follow us on twitter.

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