



News From the Pittsburgh 250 News Bureau

For Immediate Release

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Pittsburgh 250's Tasty Treat Hits the Shelves

Snyder of Berlin Celebrates Region's Anniversary with Commemorative Bags of Chips

PITTSBURGH, May 23, 2008 - People throughout southwestern Pennsylvania are finding new ways to celebrate the 250th anniversary of the naming of Pittsburgh in 2008. Snyder of Berlin, a premier regional snack food company, is celebrating this historic anniversary with a commemorative potato chip bag that will be in stores throughout the region and in neighboring states beginning this week.

For more than 60 years, Snyder of Berlin has been the premier regional snack food company in Western Pennsylvania. As the local brand, and having Pittsburgh as its strongest market, the company has always supported the region's events, sports teams and now Pittsburgh 250.

"We are proud of southwestern Pennsylvania's history and ongoing development, and we are excited and pleased about spreading the message that Pittsburgh is a great place to live and work," said Snyder of Berlin Vice President of Sales and Marketing Ron Kereston.

Famous facts about the region will be featured on specially designed Pittsburgh 250 bags of chips. A total of 16 facts will be featured on these one-of-a-kind snack packages, from the 1893 introduction of the Ferris Wheel to Frommer's 2008 naming of Pittsburgh as 'America's Most Livable City.' Bags will be found in stores carrying Snyder products

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Commemorative Chip Bags to Mark Pittsburgh 250

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from State College, Pa. to western Pennsylvania, eastern Ohio, northern West Virginia, and the Maryland panhandle, including Cumberland.

Giuseppe, President of Pittsburgh-based Bravo Design Group, created the design for the commemorative bag.

Established in 1947, Snyder of Berlin is a local snack food brand produced in Berlin, Pa., in the Laurel Highlands. It is the leading regional brand of potato chips in Pittsburgh.

About Pittsburgh 250:

Pittsburgh 250 is the celebration of the 250th anniversary of the naming of the region in 1758. With the support of business, government and civic leaders from across the region, Pittsburgh 250 has set three goals: Improve awareness of Southwestern Pennsylvania as a global leader in arts, science and quality of life through an integrated regional marketing effort; support the completion of lasting signature projects that connect the region's past to its future; and improve the region's competitiveness for future generations by encouraging grassroots participation in improving communities, attracting visitors, and living healthier lives.

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