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Leaf Brands/Astro Pops, LLC Launches Farts Candy!™ at the 2011 SWEETS & SNACKS EXPO.

(Newport Beach, CA, May 3, 2011) -- Leaf, the family that brought you candy classics such as Whoppers®, Jolly Rancher®, Milk Duds®, RainBlo Bubble Gum®, Heath Bar® and PayDay® are back in the candy business with a great line of amazing and innovative candy products, including the launch of a fun candy, **Farts Candy™**.

Introducing **Farts Candy™**, flavorful chewy candy nuggets in all kinds of fruity flavors that's so fun they'll make you laugh!™ Indeed, the little bumpy, candy shell pieces with a nice, chewy texture, are a perfect candy to toss into your mouth any time you like.

According to Leaf Brands CEO Ellia Kassoff, "We decided on the name Farts, because you can't help but giggle and smile when you hear it. Kids love the name!" Moreover, Kassoff added, "To us, the candies look like little poofs." We can also make over 126 different flavors and will pick the flavors based on customers votes on Facebook and other social media platforms.

Consumers will have a huge selection of these "poof-shaped" pieces of candy goodness since they come in 126 different tongue-tantalizing flavors including orange, grape, strawberry, watermelon. These juicy flavors will be packaged in 4 different varieties – Fruiti, Sour, Various Single Flavors and Small Farts.

Fruiti Farts Candy™: Mixed juicy little pieces of chewy goodness that will give you all the fruit flavors you crave.

Sour Farts Candy™: Intense, sour pieces that will make you pucker!

Small Farts Candy™:- Itty, bitty smaller candy pieces that look like sprinkles. Use them for cupcake toppings for that added oomph taste!

With a smorgasbord of Farts varieties, you'll be on your way to enjoying a Farts Frenzy!

Farts Candy!™ will be available in a 2.17 oz. candy size at a \$0.99 suggested retail price, and will be distributed in Food, Drug and Mass Market Retailers.

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About Leaf Brands, LLC: The original LEAF Brands were started in the 1920's. LEAF Brands, once the fourth largest candy producer in North America, brought candy classics such as Whoppers® and Jolly Rancher® to the marketplace. Members of the Leaf family have assembled together once again to revive the Leaf name and its famous image after the US division was sold to The Hershey Corporation in 1996 and left the United States. Products include Astro Pops®, Yummers!™, Farts Candy™ and David's Signature Beyond Gourmet™ products.