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Wells Enterprises Launches WARHEADS® Bomb Pop

New York, NY – MAY 28, 2014 – The WARHEADS® Bomb Pop® is ready for takeoff, as leading ice cream manufacturer Wells Enterprises plans a Winter 2014 debut nationwide. The pop will highlight the signature sour flavor wallop of the WARHEADS® brand tempered with the icy sweetness of the classic frozen novelty.

Wells will introduce the WARHEADS® Bomb Pop® across multiple retail channels just prior to the original Bomb Pop®'s 60th anniversary in 2015. The nostalgic ice cream truck favorite, now available year-round, was created in 1955 and is fondly known for its signature red, white and blue rocket shape. Wells Enterprises is the largest privately held and family owned ice cream manufacturer in the United States, and the third largest ice cream producer nationwide.

Quote - Wells

WARHEADS® is the fastest growing sour brand in the U.S., offering products ranging in intensity from Sour Chewy Cubes, Twists, Dippers and Pucker Packs to the original Extreme Sour Hard Candy. The brand has a massive online presence, boasting over 2.25 million fans on Facebook and thousands of Instagram postings, tweets, Vines, and consumer generated YouTube videos.

Quote - Andy

The WARHEADS® brand is represented by licensing agency Lisa Marks Associates, Inc., who brokered the agreement with Wells. "The WARHEADS® Bomb Pop® is a perfect pairing of beloved brands," said President Lisa Marks. "Extending WARHEADS® into frozen novelties is a natural and ideal progression of the brand, and we are thrilled to partner with Wells, whose reputation in the ice cream industry precedes itself. They have created a new classic that fans will love."

About Wells Enterprises

Wells, maker of Blue Bunny products, is a leading manufacturer of ice cream and frozen novelties. More than 500 Blue Bunny products can be found across the United States, in grocery stores and supermarkets, restaurant and foodservice establishments (educational institutions, hospitals, etc.), convenience stores, vending outlets (neighborhood ice cream trucks and events) and military commissaries.

From humble beginnings in 1913, our "roll up your sleeves" attitude has resulted in the company becoming the world's largest family owned and managed ice cream producer.

Wells Enterprises is headquartered in Le Mars, Iowa where in addition to the corporate office, two manufacturing facilities are located. A third manufacturing facility is located in St. George, Utah.

About Impact Confections

Impact Confections is a U.S. based manufacturer of innovative candies marketed under the WARHEADS® and Melster Candies Brands. WARHEADS®, the fastest growing brand of sour candy in the U.S., is one of the most recognized sour candies in the market. Melster Candies, established in 1919, has been delighting consumers and retailers with its marshmallow treats for decades. Impact Confections opened a new state-of-the-art, SQF Certified facility located in Janesville, WI in January of 2012 to meet the increasing demand for its branded and co-manufactured line of candies.

About LMA, Inc.

LMA is a creative, full-service Licensing and Marketing Agency, focusing on strategic brand building and long-term revenue generation. LMA is unique in bringing clients innovative licensing expertise from the world's leading entertainment companies to develop powerful, cohesive, turnkey licensing programs. Based in New York, LMA consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions.

Lisa Marks, President of LMA, Inc., brings over twenty years of innovative and breakthrough licensing expertise with some of the world's leading entertainment companies and brands in the industry, including Disney, Nickelodeon and The Penguin Group. Her partner, Mickey Marks, Managing Director of LMA, spent over twenty years in advertising and media agency management and is well known for developing creative solutions to brand marketing challenges. Most recently serving as President and CEO of Creative Media, an Omnicom company, Mickey is dedicated to integrating Licensing efforts into the broader context of brand communications. For more information, please visit www.LMA-Inc.com.

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