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Classic Cape Cod® Flavor with 40% Less Fat

Cape Cod Lightens Up Its Sea Salt & Cracked Pepper Variety

HYANNIS, Mass., March 6, 2013 /PRNewswire-USNewswire/ -- When it comes to Cape Cod® Potato Chips, sometimes less is more. This month the iconic New England brand adds *40% Less Fat Sea Salt & Cracked Pepper* to its popular lineup of reduced fat kettle-cooked chips. A spin off from the classic salt and pepper flavor, the small-batch crafted kettle chip delivers the distinctive taste and crunch that Cape Cod fans love, but with 40% less fat than the leading brand of regular potato chips.

(Photo: <http://photos.prnewswire.com/prnh/20130306/DC71871>)

Cape Cod's *40% Less Fat Sea Salt & Cracked Pepper* chips are made with real sea salt and a blend of peppercorns, including a slightly sweet premium white pepper. When added to the robust potato flavor and hearty crunch of a Cape Cod Potato Chip, this reduced fat snack is hard to resist.

Like all Cape Cod reduced fat varieties, *40% Less Fat Sea Salt & Cracked Pepper* chips are kettle-cooked in 100% canola oil with no trans fat and contain no chemical additives or dehydrated potato flakes. The chips are made from fresh sliced potatoes, which are flash baked and spun to remove excess oil. This natural method of reducing the fat content ensures that the chips have the same unmistakable crunch and bold flavor as the original varieties. The new product joins the existing family of reduced fat chips offered by Cape Cod:

- *40% Reduced Fat Original*
- *40% Less Fat Sea Salt & Vinegar*
- *40% Less Fat Sweet Mesquite Barbeque*
- *40% Less Fat Aged Cheddar & Sour Cream*

In addition to these reduced fat varieties, Cape Cod's snack offerings also include half a dozen varieties of Original kettle-cooked potato chip flavors, as well as Waffle Cut and Chef's Recipe chip varieties. All Cape Cod Potato Chips are all-natural and preservative-free.

The well-known Cape Cod® lighthouse on the package makes it easy for consumers to find among the sea of salty snacks. An 8-ounce bag of the new 40% Less Fat variety retails around \$3.79 and can be found at major retailers or ordered online at CapeCodChips.com.

About Cape Cod Potato Chips

For 30 years the legendary crunch of [Cape Cod® Potato Chips](http://CapeCodChips.com) has made them a favorite on the Cape and across the U.S.

Their distinctive crunch, flavor and freshness are a welcome discovery for those looking for an extraordinary snack. Cape Cod® Potato Chips are made with all-natural ingredients and are cooked in 100% canola oil with no trans fat or preservatives. Our process of cooking in only small kettle batches may take a little longer, but it offers a more satisfying and fulfilling snack experience. Cape Cod® Potato Chips are available at major U.S. retailers. Visit <http://www.CapeCodChips.com> or [Facebook.com/CapeCodChips](https://www.facebook.com/CapeCodChips) to locate a retailer or to order online.

About Snyder's-Lance, Inc.

Snyder's-Lance, Inc., (Nasdaq-GS: LNCE) headquartered in Charlotte, NC, manufactures and markets snack foods throughout the United States and internationally. The Company's products include pretzels, sandwich crackers, potato chips, cookies, tortilla chips, restaurant style crackers, nuts and other snacks. Snyder's-Lance has manufacturing facilities in North Carolina, Pennsylvania, Iowa, Indiana, Georgia, Arizona, Massachusetts, Florida, Ohio, and Ontario, Canada. Products are sold under the Snyder's of Hanover, Lance, Krunchers!, Cape Cod, EatSmart Naturals, Pretzel Crisps, Jays, Grande, Tom's, Archway, O-Ke-Doke, and Stella D'oro brand names along with a number of private label and third party brands. Products are distributed widely through grocery and mass merchandisers, convenience stores, club stores, food service outlets and other channels. LNCE-G

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