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NATIONAL POPCORN MONTH JUST GOT TASTIER

KERNEL SEASON'S POPCORN SEASONING "POPS" ACROSS AMERICA

Chicago (October 4, 2007) – With Americans consuming 17 billion quarts of popcorn last year, it's no surprise that October is designated as National Popcorn Month. And National Popcorn Month just got tastier with Kernel Season's (www.NoMoreNakedPopcorn.com), the number one popcorn-seasoning brand in America.

Kernel Season's has recently expanded its distribution network into more than 14,000 movie theater screens nationwide where it is offered as a free shake-on topping. Just in time for National Popcorn Month, Kernel Season's expanded its grocery distribution to 15,000 stores across America including Wal-Mart, Blockbuster Video, Safeway and Food Lion.

Kernel Season's is a line of shake-on toppings that allows people to add exciting flavors to their oil-, air- and microwave-popped popcorn without the added fat and calories of butter and oil. Developed by a team of flavor experts and popcorn lovers, Kernel Season's offers 14 popcorn flavors including white cheddar, nacho, ranch, caramel and butter. Kernel Season's flavors are all-natural seasoning blends made with real cheese and contain no MSG. The flavors are not "salts," with most flavors containing 56 percent less sodium than other popcorn seasonings.

"Popcorn is a fun and healthy snack that is high in fiber and low in calories. We keep popcorn wholesome by using only premium cheeses and spices to make all of our flavors," said Brian Taylor, Kernel Season's president. Kernel Season's has only two calories per serving with zero fat and zero carbohydrates. "Kernel Season's is enjoyed by popcorn lovers of all ages with a variety of flavors to suit all tastes. It is giving new life to America's favorite snack food."

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About Kernel Season's

Kernel Season's, headquartered in Elk Grove Village, IL, is the number one popcorn seasoning in the country. Kernel Season's flavors are all natural blends made with real cheese. Kernel Season's flavors are offered at more than 14,000 movie theater screens nationwide as a free shake-on topping. They may be purchased for home use at more than 15,000 grocery stores across America including Wal-Mart, Blockbuster Video, Safeway and Food Lion. Kernel Season's products and popcorn accessories can be purchased at www.NoMoreNakedPopcorn.com.