

Just Born Announces “The 2007 PEEPS® Celebrity Survey”

March 22, 2007, Bethlehem, PA – Just Born, Inc., maker of PEEPS® brand marshmallow candies, announces the results of this year’s PEEPS® Celebrity Survey.

Kathy Bassininski, Just Born Brand Director, commented, “For over a decade, PEEPS® Brand Marshmallow Candies have been the number-one non-chocolate Easter candy. Our annual PEEPS® survey is an important way to keep up with today’s trends and cultures. We are excited by the results of the 2007 PEEPS® Celebrity Survey and believe that our PEEPS® Fans will enjoy them as well.”

The winners include:

“Who is cooler, the PEEPS® Chick or PEEPS® Bunny?”

- o The Chick won with 59% of the vote!

“How do you eat your PEEPS® - Fresh from the package or aged to perfection?”

- o “Fresh from the package” was the preferred way to eat your PEEPS®!

“What are your favorite ways to enjoy PEEPS®?”

- o The winner is... “head first”
- o Our second runner up was enjoying PEEPS® as “decorations/crafts”
- o The third place winner was “Micro-waved.”

If “PEEPS® came to life, what male public person or celebrity might it become?”

The male person most resembling PEEPS® either in physique, colorful attire, or sweet nature/personality is:

- o Will Ferrell won with 22.1% of the votes
- o Followed by Johnny Depp, Jamie Foxx, and then Justin Timberlake.

“What female public person or celebrity might PEEPS® become?”

American’s again voted for the same three winners as last year:

- o #1 - Jessica Simpson. Moving up from #3 to #1 this year
- o #2 - Oprah
- o #3- Ellen DeGeneres just behind Oprah by 0.2%
- o Followed closely by Rosie O’Donnell

“What male public person or celebrity is most in need of PEEPS®?”

- o President Bush won for the second time in a row with 25.7% of the vote
- o #2 - Donald Trump
- o And our #3 winner – Simon Cowell

“What female public person or celebrity is most in need of PEEPS®?”

- o Britney Spears won with more than 40% of the votes!
- o Hillary Clinton was a distant second

- o And Paula Abdul rounded out the top 3 females

Bassininski, continued, “Our official PEEPS® Fan Club members wait with great anticipation for these survey results. We produce PEEPS® in a variety of shapes and colors to celebrate all seasons. Regardless of their shape or color, PEEPS® always maintain their sense of humor!”

About the Survey

This Excel Omnibus Study was conducted by ICR – International Communications Research, based in Media, PA. Over 800 individuals responded. Copies of the survey are available. ICR can be reached at 1-800-633-1986.

About Just Born

Just Born, Inc., is a privately owned company founded in 1923 and located in Bethlehem, PA. In addition to PEEPS® brand marshmallow candies, Just Born also manufactures HOT TAMALES®, MIKE AND IKE®, ZOURS®, PEANUT CHEWS®, and TEENEE BEANEE® jelly beans. The company employs over 560 people and markets its candy in over 50 countries.

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