



FOR IMMEDIATE RELEASE

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**PUBLICIS CONSULTANTS | PR APPOINTED AS SAHALE SNACKS®
AGENCY OF RECORD**

SEATTLE, March 3, 2008 – Following a competitive pitch, Publicis Consultants | PR has been selected to provide public relations support for SAHALE SNACKS®, a Seattle-based producer of gourmet, all-natural snack products.

The business is led by the firm's Seattle office which has extensive experience in food, nutrition and lifestyle marketing.

“As a growing company, we believe a strong public relations effort is integral to our success,” said Edmond Sanctis, Co-Founder of Sahale Snacks. “We are confident that Publicis Consultants | PR will help us continue to spread the Sahale Snacks message and build our brand.”

Sahale Snacks was founded on the belief that people deserve a healthy natural snack that tastes like great, gourmet food. The idea was born when the company’s founders, Josh Schroeter and Edmond Sanctis, were climbing Mount Rainier in Washington State. After several days of eating uninspiring trail mix, energy bars, and stale bin nuts, Josh and Edmond began to imagine a better snack. The first day off the mountain they were in the kitchen experimenting with premium tree nuts, dried fruit, and regional spices. Countless test batches later, the initial Sahale Snacks product line of four nut blends was completed.

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“The opportunity to partner with this innovative company is very rewarding,” said Hannah Coan, Managing Director of Publicis Consultants | PR Seattle. “While dietary fads come and go, Sahale Snacks anticipates continued growth as more consumers focus on healthy and delicious balanced diets with varied sources of protein and ‘good’ fats.”

About Sahale Snacks

Sahale Snacks was founded in Seattle in 2003 by Josh Schroeter and Edmond Sanctis after climbing Mt. Rainier and enduring days of uninspiring trail mix and energy bars. The two set out to create a natural and healthy snack that tasted like great food. The company follows a simple product philosophy: start with natural whole foods, use “culinary magic” and offer busy people sophisticated and convenient healthy snacks. Sahale Snacks is dedicated to helping people “Snack Better™.” For more information please visit www.sahalesnacks.com.

About Publicis Consultants | PR

Publicis Consultants | PR partners with companies, brands and causes that make lives better. The firm’s core strength is in engaging brand advocates and communicating with them where, when and how they want to be reached. Publicis Consultants | PR, part of Publicis Consultants | Worldwide, represents clients such as Nestlé and sanofi-aventis with operations concentrated in New York and Seattle offices.

Publicis Consultants is a member of the Publicis Groupe (Euronext Paris: FR0000130577), the world’s fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications. With some 42,000 professionals in 104 countries, the Groupe’s activities cover advertising through three global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media agencies with two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services, including digital and interactive communications through Digitas, relationship and direct marketing, public and media relations, corporate and financial communications, multicultural communications, and event communications. The Groupe is also the world leader in healthcare communications. Web site: www.publicisgroupe.com.

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