



Contact: Mike Shriner
Michael.shriner@ketchum.com
312.228.6933

Regina DeMars
Regina.demars@conagrafoods.com
402.595.6727

Product Fact Sheet

Orville Redenbacher's® Introduces SmartPop!® Lower* Sodium Popcorn

Everyone loves to snack and many of the most common snacks are loaded with hidden sodium. It is common knowledge that a diet light in salt is much healthier than one that is high in sodium. But removing salt from your favorite foods can sometimes result in tasteless, dull snack break. Recognizing that low sodium and great taste are not mutually exclusive, Orville Redenbacher's® Gourmet® Popping Corn recently introduced SmartPop! Lower Sodium popcorn, as delicious as its original flavors and served with an added measure of good health.

New Orville Redenbacher's SmartPop! Sodium Information:

- Available in 100-calorie mini-bags – designed with healthy snacking in mind
- 30 percent less sodium than regular Orville Redenbacher's Gourmet Popping Corn
- 94 percent fat-free
- Zero grams of trans fat and zero grams of cholesterol per serving
- Made with 100 percent whole grain – a great source of fiber
- Certified by the American Heart Association as “Heart Healthy”**
- Naturally sugar-free
- Available in grocery stores nationwide beginning in September 2007
- Suggested Retail Price: \$2.69

Orville Redenbacher's Gourmet Popping Corn Information:

- The No. 1 selling brand in the U.S., Orville Redenbacher's Gourmet Popping Corn is the premier name, drawing on a heritage of more than 40 years
- Orville Redenbacher's popcorn varieties offer premium taste and quality ingredients
- For more information, visit Orville Redenbacher's web site at www.orville.com

Company Information:

- Orville Redenbacher's Gourmet Popping Corn is a brand of ConAgra Foods, Inc.
- ConAgra Foods, Inc. is one of North America's leading packaged food companies, with a strong presence in consumer grocery, as well as restaurant and foodservice establishments.
- To learn more, please visit www.conagrafoods.com

*30 percent less sodium than regular Orville Redenbacher's Gourmet Popping Corn

**Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over two. Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may help reduce the risk of heart disease.

###