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FOR IMMEDIATE RELEASE

**CapitalValue Advisors Represents Fresca Foods, Inc. in its  
Acquisition of Open Road Snacks**

CapitalValue Advisors (“CVA”) is pleased to announce that Fresca Foods, Inc. (“Fresca”) has acquired Open Road Snacks (“Open Road”), makers of Rocky Mountain Popcorn, Sinfully Thin popcorn, and Diego’s Chips. CVA acted as the exclusive financial advisor to Fresca in the transaction. The acquisition will help accelerate the growth of Open Road’s products and expand Fresca’s portfolio of owned natural and organic food brands. Open Road, founded in Denver, Colorado, makes better-for-you and ethnically inspired ready-to-eat popcorn and chips. Open Road Snacks products are distributed throughout the United States and are available in more than 25,000 retail locations.

According to Nielsen, ready to eat popcorn has grown more than 15% in the past year and 100% since 2012. Product sales topped \$1.5 billion in July 2016, up from \$750 million just four years earlier. Fresca expects this growth to continue and for innovative companies like Open Road to remain leaders of the trend as consumers are increasingly seeking convenient snack foods that deliver great taste and better nutrition.

Open Road Snacks will become the second company in Fresca’s wholly-owned subsidiary, Fresca Brands Innovation Group (“Fresca Brands”). It follows Sejoyia Foods, which joined Fresca Brands in October 2015. Sejoyia Foods makes Coco-Roons, which are rich, indulgent cookies made from simple superfood ingredients. Sejoyia was created by a grandmother who healed herself from a chronic health condition by changing the way she ate and used her journey to create a new kind of food company. Fresca Brands partners with visionary entrepreneurs and builds innovative brands that make better tasting, healthier, and more environmentally responsible snack foods more accessible to more consumers.

The acquisition of Open Road Snacks represents the expansion of a partnership that began over six years ago when Fresca became a supply chain partner to Open Road, providing product development, sourcing, manufacturing and logistics services for the brand. Co-Founder Karen Bradley and the Open Road Snacks sales team will join Fresca and stay focused on the growth of Rocky Mountain Popcorn, Sinfully Thin popcorn, and Diego’s Chips. They will be supported by expanded sales support, marketing, product innovation, finance, and back office teams. R&D, supply chain, and manufacturing have and will continue to be provided by Fresca as it has been for years, across its 320,000 sq ft pilot plant, manufacturing and logistics centers. This continuity throughout Open Road business ensures there will be no disruption in service provided to its customers.

“This partnership comes at an exciting time for Open Road. The brand has been experiencing explosive growth, and now as part of Fresca Brands, we have even more resources to keep up with the growing demand for our products. Fresca is a leader in the natural and organic industry and has a proven track record of accelerating brands into national, category leading brands, which is why we have been so proud to work with them over the years. Personally, I am excited to spend more time building and deepening customer relationships, creating new products, and introducing our brand to new markets as part of the Fresca Brands family than we could possibly do on our own,” noted Karen Bradley, co-Founder of Open Road. “Our partnership with Karen and her team is consistent with our goal of increasing accessibility of snack foods that are good for our bodies and the planet,” said Liz Myslik, CEO of Fresca Brands and Chief Marketing Officer of Fresca. “By combining the expertise of both our teams, we see limitless potential for Open Road.”

### **About Fresca Foods, Inc.**

Fresca started as Pasta Fresca in Boulder, Colo., selling all natural foods to retail customers and wholesale accounts more than 24 years ago. Over the past 13 years, Fresca has transformed from a small foodservice manufacturer into a paradigm-shifting natural foods company, operating its own natural food brands and serving as supply chain and innovation partner to category leaders. For more information about Fresca Foods, visit [www.frescafoodsinc.com](http://www.frescafoodsinc.com). For more information about Sejoyia Foods and Coco-Roons, visit [www.sejoyia.com](http://www.sejoyia.com). For more information about Open Road Snacks, Rocky Mountain Popcorn, Sinfully Thin popcorn and Diegos chips, visit [www.openroadsnacks.com](http://www.openroadsnacks.com).

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