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**For Immediate Release**

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**Mt. Olive Introduces picklePAKs™: Portable Pickles in a Single Serve Package**

*A Delicious, Healthier Option to High Fat, High Sugar Snacks*

MOUNT OLIVE, N.C. (September 24, 2007)--Mt. Olive Pickle Company has introduced the first easy-to-pack pickles in single serve cups. Available in Mt. Olive's popular Kosher Dill and Sweet Petite flavors, the picklePAK™ is ready to make healthier snacking fun and convenient.

The picklePAK™ offers flavorful, healthier alternative to sugary, high-fat, or carb-loaded choices. The Kosher Dill variety has zero calories and zero carbohydrates, and the Sweet Petites have less than 100 calories per serving. In addition, picklePAKs™ have zero fat. They are a great way for children and parents alike to snack without guilt.

picklePAKs™ are sold in packages of four 3.7 oz single serve cups of both Sweet Petite and Kosher Dill varieties. They are available in grocery stores nationwide.

“The picklePAK™ has been very well received, and has generated a lot of interest from parents, as well as school nutritionists and dieticians,” said Bobby Frye, Executive Vice President of Marketing and Sales. “Mt. Olive has been dedicated to providing quality pickle products for more than 80 years, and now consumers can enjoy our pickles in any setting.”

To add to the excitement of the picklePAK™, Mt. Olive is holding an online contest to name the picklePAK's™ four new “spokespickles” and win up to \$30,000. Each spokespickle has a particularly prepossessing personality, from perky to prankster. Consumers can register online to submit their own pickle personifications. Entries will be judged based on (1) fit with the personality of the particular picklePAK™ character; (2) fit with the Mt. Olive brand; and (3) overall originality.

The deadline to submit entries is December 31, 2007 at 11:59 p.m. Eastern Time. Judging will occur on or about January 31, 2008. See full details online at: [www.picklepak.com](http://www.picklepak.com).

Mt. Olive Pickle Company, located at the corner of Cucumber and Vine in Mount Olive, NC, manufactures and markets the best selling brand of pickles in the Southeast and second-best selling and fastest growing brand in America. The company's lines of fresh pack and processed pickles, relishes and peppers have provided premium quality and great tasting products to American households since 1926. Mt. Olive's 500 employees produce over 80 flavors and styles of pickle products, which are distributed nationwide.