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## FOR IMMEDIATE RELEASE

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## **M&M'S® CHOCOLATE CANDIES GO GREEN JUST IN TIME FOR VALENTINE'S DAY**

*Limited Edition All-Green M&M'S® Chocolate Candies  
Put Consumers in the Mood for Love This Valentine's Day*

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HACKETTSTOWN, N.J. (January 16, 2007) –Mars Snackfood U.S. is proclaiming green the new color of love this Valentine's Day as the brand celebrates the myths, rumors and innuendo surrounding green M&M'S® Chocolate Candies. In support of this bold and fun declaration, retail establishments across the country will display limited edition all-green M&M'S® amidst a sea of traditional red and pink products. Consumers can find the all-green M&M'S® packages from January, 2008 through the Valentine's holiday.

### **Ms. Green in a Starring Role**

The flirtatious, alluring, and confident Ms. Green M&M'S® brand character will appear on packages along with a disclaimer that states: Consumption of The Green Ones® may result in elevated romance levels. If you experience this effect, contact your significant other immediately.

“By proclaiming green the new color of love, M&M'S is spinning a traditional Valentine's Day treat into something fun and flirty,” stated Michele Kessler, vice president, marketing, Mars Snackfood US. “Consumers will be delighted with our sweet and sassy Ms. Green as she encourages Americans to support green as the new color of love and we elevate the myth behind green M&M'S!”

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## **Consumers Can Celebrate The Green Myth Online**

By visiting [www.mms.com](http://www.mms.com), consumers and fans will be able to demonstrate their love for green and learn more about the lady behind the legend. The interactive site will offer consumers the opportunity to join the green M&M'S® community by sharing their own experiences with the candy, as well as seek advice from Ms. Green on how people can get their lovers' mojo motoring. Consumers can also send Ms. Green E-Valentine's to significant others and secret crushes and online "green smooches" from the lady herself.

## **What is it about The Green Ones®?**

Legend has it The Green Ones® are an aphrodisiac; rumors of their *special powers* have been circulating since the '70s. In fact a certain perm-bearing early '80s rock star had it in his contract for three pounds of Green M&M'S® Chocolate Candies backstage for, uh, "inspiration." The Green Ones® have even made it into outer space. Green M&M'S® Chocolate Candies have been requested on 31 space shuttle flights.

## **The Lore of Green**

The color green has a strong place in history, long associated with love and fertility. Green is also associated with energy, youth, growth, hope and new life. In the 15<sup>th</sup> century, green was the preferred color for wedding attire and the Celtic symbol of fertility was The Green Man. Today, green is considered an emotional stabilizer and pituitary stimulant.

## **About Ms. Green**

Ms. Green joined the M&M'S® pack in 1997 as the first (and only) female spokescandy. She instantly captivated fans of the iconic candy with her luscious lips, slightly suggestive smile and white-hot go-go boots. Famous for her sometimes intimidating "I melt for no one" bravado, Ms. Green is turned on by simple candlelit dinners... in Paris, and isn't shy about promoting her beauty and *special powers*.

## **About M&M'S®**

M&M'S® has been producing colourful chocolate fun for Americans since 1941. There are more than eight permanent varieties of M&M'S® Chocolate Candies, in addition to Seasonal Candies made for special occasions including Easter, Holiday, Halloween and Valentine's Day. Customers seem to be most passionate about the color found in each bag of M&M'S® Chocolate Candies. Existing product lines include: M&M'S® Milk Chocolate Candies, M&M'S® Dark Chocolate Candies, M&M'S® Peanut Chocolate Candies, M&M'S® Dark Chocolate Peanut Candies, M&M'S® Almond Chocolate Candies, M&M'S® Peanut Butter Chocolate Candies, M&M'S® Chocolate Mini Baking Bits, MY M&M'S® Milk Chocolate Candies and M&M'S® MINIS® Milk Chocolate Candies. Please visit [mms.com](http://mms.com)

**About Mars Snackfood US:**

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the U.S., Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Hackettstown, New Jersey, Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US includes some of the world's favorite brands such as DOVE CHOCOLATE® Brand, M&M'S® Brand, MILKY WAY® Brand, SKITTLES® Brand, SNICKERS® Brand, STARBURST® Brand, THREE MUSKETEERS® Brand, TWIX® Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit [mars.com](http://mars.com)

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