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**Saratoga Specialties
Company**

Press Release

Saratoga Specialties Company taps Unlimited Potential.

Saratoga Specialties Company has selected Unlimited Potential to help meet the ever increasing demand for Moon Brand Saratoga Chips.

Saratoga Springs, New York, (September 9, 2009): Saratoga Specialties Company has negotiated an agreement with Saratoga Springs based Unlimited Potential to move most of its final packaging and product labeling to the area.

"This is the right thing to do", said Dan Jameson, Saratoga Specialties Company. "It has always been part of our plan to utilize the incredible pool of talent that the team at UP has gathered, we just didn't expect our demand to support this move so quickly". This agreement is just the beginning of what the companies feel will be a successful partnership. "We envision that we will be able to transition some of the UP clients into our manufacturing facility once we are up and running" said Jameson. "The experience they gain from this in-house partnership will directly and efficiently transfer into our facility. With this announcement, the process of moving our factory into the area just took a monumental leap forward".

UP is also building all the store fixtures that display the Saratoga Chips at all the area grocery stores. Saratoga Specialties and UP have teamed up to design a custom fixture to meet their needs as well as the varying needs of the stores they sell to. The "shaker" style design compliments the classic, vintage look and feel that the Original Saratoga Chip packaging conveys. "The quality of craftsmanship and their attention to detail and design is amazing, second to none" said Paul Tator, partner, Saratoga Specialties. "We open a store, they build a rack, and it's a perfect plan". "UP labels every rack they make, and we are proud to show it off", Paul concluded.

For Unlimited Potential this means another job training opportunity for the mentally disabled adults that UP serves. "We are very happy that Saratoga Specialties gave us the chance to compete for their business," Jennifer D'Addio, Director of Production at Unlimited Potential said. "The racks were built to differentiate Moon Brand Original Saratoga Chips from the other chips in the store and to draw a customer's attention to Saratoga Chips. We are hopeful that the attention to detail evident in the display racks will not only help sell the chips but also the quality of work available here at Unlimited Potential", D'Addio concluded.

Saratoga Specialties Company has reintroduced the ***Moon Brand Original Saratoga Chips*** in a reproduction of the original packaging found at the Saratoga Springs History Museum in the Canfield Casino. After researching many stories of the methods and recipe used, the Saratoga Chips are made in individual batches by artisans just as they were originally. Moon's Brand Original Saratoga Chips come in both a 9oz family size and a 1.5oz single serving. For further information and an up to date list of retail locations, please visit www.originalsaratogachips.com.

Unlimited Potential (UP) was founded to assist disabled Saratoga County residents to find meaningful work. Established in 1979, UP works with individuals who need to get back on track after experiencing a mental illness. Incidents like these will shake the confidence and disrupt a life, but with community support and a structured environment like UP, people are able to regain their confidence and employment. The mission of Unlimited Potential is to increase the vocational opportunities of Saratoga County residents with mental disabilities or other barriers to self-sufficiency by providing training and employment. For more information, please visit www.unlimitedpotentialonline.com.

For Release 9 a.m. EDT, September 9, 2009