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**For Immediate Release**

**Lester Appointed Vice President of Marketing & New Product Development  
for Kronos Foods Inc.**

GLENDALE HEIGHTS, Ill. (Nov. 23, 2009) — Valerie Lester, has been promoted to vice president of marketing from senior director of marketing for Kronos Foods, Inc. The promotion was announced recently by Michael Austin, chief executive officer for Kronos Foods, Inc. According to Austin, Lester has proven to be an invaluable member of the Kronos management team since joining the company in March 2009.

“Valerie has effectively organized and led our marketing department, as well as outside agencies employed to promote and increase our brands’ visibility,” said Austin. “She has significantly improved consumer awareness of the Kronos brand through innovative programs and promotions such as the ‘Kronos Free Gyros Day’ and Sinbad Sweet’s celebration of ‘National Baklava Day’”.

“Additionally, her work with her product development team to improve Kronos’ existing products and develop new products will significantly contribute to the company’s continued success,” Austin commented.

Prior to joining Kronos, Lester served as director of innovation at Lansing, IL-based Land O Frost. Prior, she was marketing director at Sara Lee on the Hillshire Farm meat brand.

She served a marketing director at BestFoods Baking for Entenmann’s. She has also held other marketing posts throughout the years with increased responsibility at blue ribbon companies such as AutoZone, Ralcorp and Ralston Purina.

Lester holds an MBA from the University of Virginia’s Darden School and a bachelor’s degree from Mount Holyoke College.

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**Lester Appointment**/Add One

**About Kronos Products:**

Founded in 1975, Kronos is the premier maker of gyros and other Mediterranean foods. Kronos proudly makes and distributes all of its products to retailers and foodservice nationally. The company offers a complete line of gyros meat products, sauces, pita bread and fillo-based specialty items such as spanakopita and baklava. Kronos is the leading baker of baklava and other handmade, Mediterranean desserts for retail customers through its Rain Creek Baking division [www.raincreekbaking.com](http://www.raincreekbaking.com) and to consumers via [www.sinbadsweets.com](http://www.sinbadsweets.com). For more information, visit [www.kronosfoodsinc.com](http://www.kronosfoodsinc.com).