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**LATE JULY SNACKS REINFORCES COMMITMENT TO ALL THINGS NATURAL,
ANNOUNCES EXPANDED RECYCLING PARTNERSHIP WITH TERRACYCLE**

Late July Snacks® Makes Bags Nationally Recyclable Through TerraCycle®

TRENTON, N.J., January 14, 2019 – Late July Snacks, a mindful brand that distinguishes itself with organic and non-GMO ingredients, has expanded their partnership with international recycling company TerraCycle® to offer consumers a free, easy way to recycle packaging from their entire product line of snacks.

“Based on the huge success of the recycling envelope program we offered through TerraCycle, we’re thrilled to expand into a free recycling program that will give consumers nationwide the opportunity to recycle even more Late July snack packaging,” said Theresa Miller, Director, Late July. “Since our inception in 2003, our mission has been to provide consumers with organic, non-GMO snacks that the whole family will love. Through our new partnership with TerraCycle, we can add national recyclability to our promise.”

Through the Late July Recycling Program, consumers can send in their empty snack packaging to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terraCycle.com/en-US/brigades/latejulysnacks> and mail in the packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products. Additionally, for every two pounds of waste shipped to TerraCycle, collectors can earn \$1 to donate to a non-profit, school or charitable organization of their choice.

“Thanks to companies like Late July, consumers can enjoy their favorite snacks while being rewarded for doing the right thing,” said TerraCycle CEO Tom Szaky. “Through the expansion of the program, consumers have an opportunity to divert even more packaging from landfills, as well as provide material for the manufacture of new products.”

The Late July Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling program, visit www.terraCycle.com.

ABOUT LATE JULY ORGANIC SNACKS

Founded in 2003, Late July Snacks offers a wide variety of organic tortilla chips and crackers the whole family will enjoy. Late July products stand out in a crowded snack aisle, not just because of their delicious taste, but also because of their commitment to sourcing the highest quality organic and non-GMO ingredients. Late July is one of the fastest growing tortilla chip brands in the country and is now expanding its line to include other delicious organic snacks like popcorn and salsa. Late July joined the Campbell Snacks family of brands in May 2018 and moved its business operations to the Pepperidge Farm headquarters in Norwalk, CT. The resources of a broader company will not change the Late July promise, but will help this amazing brand deliver its mission of transforming the food industry to ensure that future generations have access to organic, delicious snacks. In 2019, the company will continue to offer snacks for everyone at the table. Late July Multigrain Tortilla Chips, Restaurant Style Tortilla Chips, Clásico Tortilla Chips, Cantina Dippers, and Classic Crackers are available at retailers nationally with Popcorn and

Salsa expanding in January. Visit @latejulyorganic on Facebook, Twitter, Instagram or online at www.latejuly.com.

ABOUT TERRACYCLE`

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$25 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terraceycle.com.

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