



## **WISE FOODS NAMED OFFICIAL POTATO CHIP AND CHEEZ DOODLE® SPONSOR FOR THE NEW YORK METS**

### **Mets Infielder Jose Reyes Named “Wise Player” Three Year Agreement Makes Wise a Leading Vendor for Mets Home Games**

NEW YORK, NY—June 20, 2005—Wise Foods Inc., a leading regional producer of salty snacks, and the New York Mets announced today that Wise has been named Official Potato Chip and Cheez Doodle® Sponsor for the New York Mets. Wise has also been named Starting Lineup Sponsor, and will be sponsoring Mets infielder Jose Reyes as the team’s “Wise Player”.

Under the three-year agreement with the team, Wise will be the exclusive supplier of Wise® potato chips, New York Deli® kettle chips and Cheez Doodles® to all Mets home games held at Shea Stadium, and will have a strong and supportive presence with the team. As part of the sponsorship, Wise will have extensive signage in center field; will have frequent radio spots on every Mets Spanish-language radio broadcast; and will host a range of charity and other special events for the community during the season.

“We are delighted to be named an Official Sponsor of The New York Mets,” said Tom Shull, Chief Executive Officer of Wise Foods. “It is both an honor—and simply good business—to be the sole supplier of potato chips, kettle chips and Cheez Doodles to the Mets stadium. It also gives us the opportunity to give back to our customers in greater New York by supporting the Mets. We have several exciting events planned over the course of the season for Mets fans, including participation in special events, charity causes and product give-aways. We are particularly delighted to be sponsoring Jose Reyes as the team’s “Wise Player” and our representative on the team.”