

### **Tim Fallon, President North America**

Tim Fallon, a natural food pioneer, joined Kettle Foods as president November 2005 and oversees the North American operations including all finance, sales, marketing and distribution. With an extensive background in manufacturing and distribution, Fallon fuels Kettle Foods' expansion efforts. Fallon also directs the construction and management of the second U.S. Kettle Foods production facility in Beloit, Wisc. Before joining Kettle Foods, Fallon was CEO of Vermont Pure Holdings, Inc., a publicly traded natural spring water company where he led sales growth from \$6.5 million to \$70 million in nine years. Previously Fallon led management teams at companies including Procter & Gamble, Pepsi-Cola Bottling of New York City and Cadbury Beverages. He also served on the board of Homegrown Natural Foods, Inc., a company with retail roots in the natural food channel. Fallon's current favorite Kettle™ brand Potato Chip flavor is Salt & Fresh Ground Pepper Kettle™ brand Krinkle Cut™ Potato Chips.

### **Jim Green, Kettle Foods Ambassador**

Jim Green is often the voice of Kettle Foods, serving as the company spokesperson, community affairs manager and historian. Each day Jim's team personally responds to dozens of letters, calls and e-mails from people who experience the company's great tasting products and want to share their raves, suggestions and comments. Green also champions the company's strong community involvement, overseeing the donation of money, product and time to community organizations. He also serves as the spokesperson for the company's sustainability efforts, including the use of biodiesel, solar power, and green building. As one of Kettle Foods' founding employees, Green takes to heart the company's core values, helping maintain and nurture a caring culture as the company expands around the globe. Born and raised in Salem, Ore., Green was "discovered" by Kettle Foods' founder Cameron Healy while working at a local natural food store and was one of a handful of employees that helped perfect the Kettle™ brand Potato Chip. The rest is Kettle Foods history. A natural food devotee, Green's favorite Kettle™ brand flavor is Cheddar Beer Kettle™ brand Potato Chips.

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