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**NEW MY M&M'S® KISS® BLEND HELPS KISS FANS
ROCK AND ROLL ALL NIGHT AND PARTY EVERY DAY**
*Custom Candy Blend Available Exclusively at Walmart Celebrates
Some of Rock 'N Roll's Most Famous Faces*

HACKETTSTOWN, N.J. (October 8, 2009) --- Mars Direct Inc., a division of Mars Snackfood US, announced the launch of the MY M&M'S® KISS® Blend – a rockin' partnership between the beloved candy brand and one of rock's most prolific bands. For a limited time, the KISS® Blend will take each of the members' iconic faces and put them on colorful MY M&M'S® Chocolate Candies, creating a delicious collector's item for any fan.

“KISS has always been and will continue to be all about the fans,” said Paul Stanley of KISS. “We couldn't resist the chance to be the first band to grace the iconic M&M'S® candies and continue to spread the KISS empire!”

The MY M&M'S® KISS® Blend features four customized packages that includes the iconic faces of band members Gene Simmons, Paul Stanley, Tommy Thayer and Eric Singer. The limited edition KISS® Blend will be available starting October 6th exclusively at Walmart locations nationwide, coinciding with the launch of KISS' new album, Sonic Boom, also exclusively available at Walmart. The blend's suggested retail price is \$6.00.

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MY M&M'S® KISS® Blend/ 2-2-2-2

“KISS has some of the most recognizable faces in the world of rock and roll, so it’s only natural to put their faces on MY M&M’S®,” said Jim Cass, vice president and general manager, Mars Direct. “But you don’t have to be a rock legend to see your face on an M&M’S candy. Anyone can combine their photos and customized messages to create their own rockin’ blend with MY M&M’S® Faces at mymms.com.”

Rock MY M&M’S® With Your Face, Too

It’s easy to create your own personalized blend of MY M&M’S®. Visit mymms.com, choose up to three of 25 M&M’S® colors, upload your photo, add your personalized message, and select from a variety of packaging options.

About MY M&M’S®:

MY M&M’S® is the personalized brand extension of M&M’S® Chocolate Candies, which is owned by Mars, Incorporated, one of the world’s leading food manufacturers. The personalized printing option officially launched in 2005, and MY M&M’S® Faces launched in summer of 2008. MY M&M’S® are available in 25 different colors. Twenty colors can be customized with Faces and personal messages in a variety of fonts. MY M&M’S® can be ordered online at www.mymms.com or by calling 888-696-6788. Favors are also available. Baseball and football fans can also support their favorite teams with MY Team M&M’S® MLB and NFL Blends.

MY M&M’S® Affiliate Program offers a 10 percent commission on the sale of personalized MY M&M’S® Chocolate Candies to qualified publishers who place banners and text links on their Web sites. Sign up today at <http://www.mymms.com/affiliate/>.

About Mars Snackfood US:

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the U.S., Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Mount Olive, New Jersey, Mars North America employs more than 15,000 associates in the United States, with 72 facilities nationwide. Mars Snackfood US includes some of the world’s favorite brands such as, M&M’S® Brand, SNICKERS® Brand, DOVE® Chocolate Brand, MILKY WAY® Brand, 3 MUSKETEERS® Brand and TWIX® Brand. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN’S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit mars.com.

KISS:

KISS is on tour this fall. For more information, visit www.KISSonline.com or [watch this video](#).

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