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APPLE BAKING COMPANY NAMES NEW PRESIDENT *New era of "Ugly" begins*

SALISBURY, NC – Matt DeBoer, a food industry veteran, has been appointed president of Apple Baking Corporation, a Salisbury, NC-based commercial baking company best known for making the "Apple Ugly."

"We're delighted to have someone with Matt's knowledge and experience on our team," said company principal Rob Watts. "We are now poised to take our company and product lines to new levels, through new channels never before explored by our company."

In 1994, DeBoer went to work for C.H. Robinson Worldwide, Inc. in Eden Prairie, MN, handling commodity and transportation sales. He moved to Salisbury, NC, in 1997 to primarily service the Food Lion account. It was at Food Lion that DeBoer met his wife, Tammy, who is vice president of operations for the grocery store chain.

DeBoer graduated from Bethel College in St. Paul, MN in 1992 with a bachelor of arts in history. He soon after began a career as an account representative at Computer Systems Products in Plymouth, MN, where he juggled multiple regional accounts and contributed to a large volume of sales.

DeBoer first discovered Apple Baking Company and its signature product line of "Uglies" at a cookout he and his wife were hosting. Watts was an invited guest and brought a selection of the misshapen pastries to the gathering. After attending a few regional trade shows with Watts, DeBoer quickly discovered that "Uglies" have a loyal following.

"In the Apple Ugly we truly have a great, fun product with great potential for growth," said DeBoer.

As president, DeBoer wants to explore possibilities for new products and customer service methods. He is confident the company's southern, "down-home" appeal will translate to new revenue opportunities.

DeBoer and his wife, have two children, Olivia, 3, and Chandler, 1.

Apple Baking Company was founded nearly 25 years ago in Kannapolis, NC, and has offices and a production facility near Salisbury, NC. In addition to producing five flavors of “uglies” (apple, honey-raisin, chocolate chip, raspberry and blueberry), Apple Baking manufactures a variety of pastry products for distribution to several retail stores, including whole and half cakes, as well as cake slices.

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