



For Immediate Release

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Peanut Butter & Co. Announces “25 Days of Holiday Surprises” Sweepstakes
*Peanut Butter & Co., Brand Partners, and Funjet Vacations join forces to launch the
25 Days of Holiday Surprises Sweepstakes*

(New York, NY) To celebrate the holiday season, Peanut Butter & Co. has launched the **25 Days of Holiday Surprises sweepstakes**. The sweepstakes offers consumers a chance to win prizes from Peanut Butter & Co. and sixteen brand partners, including grand prize partner Funjet Vacations.

From Tuesday, December 1, 2015 through Friday, December 25, 2015, consumers can enter the **25 Days of Holiday Surprises sweepstakes** for a chance to win a daily prize from Peanut Butter & Co. as well as a prize from one of the brand partners. At the end of the sweepstakes, one lucky entrant from the 25-day promotion will win the Grand Prize: a 5-day, 4-night getaway for four to the Bahamas with airfare and accommodations at the all-inclusive Memories Grand Bahama Beach & Casino Resort courtesy of Funjet Vacations! The Grand Prize winner will also receive a year’s supply of Peanut Butter & Co. peanut butter. There is no purchase necessary to enter the sweepstakes. For a complete set of rules and to enter, consumers can go to www.ilovepeanutbutter.com/HolidaySurprises

This sweepstakes entry site is based on an Advent calendar, offering consumers the chance to win a different surprise every day throughout the 25-day promotion period. The participating brand partners are Bob’s Red Mill, Cabot Creamery, Charles Philip Shanghai, Flight 001, Hatchery, Insomnia Cookies, Le Creuset, Nostalgia, Ninja, Penguin Random House, Snack Factory® Pretzel Crisps®, Stash Tea, State Bags, Taza Chocolate, Villy Custom, and Funjet Vacations, the grand prize partner.

Peanut Butter & Co. will promote the 25 Days of Holiday Surprises sweepstakes on the company’s web site, social media channels, e-newsletter, and through the sweepstakes entry site.

“Who doesn’t love a good surprise during the holidays,” said Lee Zalben, Founder & President of Peanut Butter & Co. “We’re very excited to partner with an amazing group of brands to celebrate the holiday season and offer consumers a chance to win a wonderful Caribbean vacation.”

About Peanut Butter & Co.

Peanut Butter & Co. began in 1998 as a cozy little sandwich shop in Greenwich Village, NYC and has since become one of the fastest growing natural/specialty food companies in the US. The company’s ten varieties of all natural, flavored peanut butter are available in over 15,000 supermarkets and specialty retailers, and Dark Chocolate Dreams, the company’s chocolate flavored peanut butter, is the #1 selling all natural chocolate nut spread in the country (Source: IRI). Peanut Butter & Co.’s products are made exclusively from USA-grown peanuts. Find out more at ilovepeanutbutter.com, Facebook.com/PeanutButterCo, and Twitter.com/PeanutButterCo.

About Funjet Vacations

Funjet Vacations is the flagship brand of the family-owned Mark Travel Corporation, headquartered in Milwaukee. Operating for more than 39 years, Funjet Vacations specializes in flexible, personalized vacations for individuals and groups via nonstop charters and scheduled airlines to some of the most popular vacation destinations, including Mexico, the Caribbean, Las Vegas, Hawaii, Ski, California, Florida, Europe, and spring break getaways. Travelers can choose from air-inclusive, land-only, or air-only vacations. With Funjet Vacations, travelers can enhance their vacation through a wide variety of experiences such as tours, attractions, shows, sporting events, and more. In addition, Funjet Vacations demonstrates its “end-to-end” customer service philosophy by being available to customers throughout the entire vacation experience, from planning to in-destination to post-travel communications.

About Memories Grand Bahama Beach & Casino Resort

This tropical all inclusive resort is inspired by the sun-kissed beauty and rich culture of Grand Bahama Island. Occupying a half mile of pristine beach just outside of the bustling town of Freeport, this expansive property offers a casino, a full service health complex, a unique pool built around a stone sugar mill and water slide, and a golf course nearby. Discover sumptuous dishes at their 4 restaurants and refreshments at 6 themed bars with international and local brands of liquors. For those feeling lucky, their thrilling 35,000 square foot Vegas-style casino is just a few steps away. And for those looking to be pampered, spend the day at their state-of-the-art Spa and Fitness Centre. The Memories Grand Bahama offers exciting activities from onsite golf at the Reef Club Golf Course to family-friendly facilities at their onsite Splash Pad, and a Teens Club for ages 13 to 17.