

# Sensible Portions Partners with AEG to Become the Official Sensible Snack for Fans

**A Healthy Alternative with High Quality Ingredients and Satisfying Taste is Now Available at Several Prominent Southern California Venues**

NEW YORK, March 15 /PRNewswire/ -- Sensible Portions®, a line of unique and great tasting all natural snacks announces its partnership with AEG, one of the world's leading sports and entertainment presenters, to offer a variety of products in select AEG-affiliated venues including STAPLES Center, Club Nokia, El Rey Theatre, The Home Depot Center, Nokia Theatre L.A. LIVE and the San Diego Sports Arena. Starting March 15, fans will be able to purchase healthier snack options when attending sporting events, concerts, special events and shows. Sensible Portions will offer lower calorie, single serve bags of some of Sensible Portions most popular offerings including **BBQ Potato Straws, Salt & Pepper Potato Straws, Lightly Salted Veggie Straws** and **White Cheddar Miner's Gold Puffs** at the refreshment stands of each venue.

The AEG agreement establishes STAPLES Center as the third sports venue committed to providing healthier snack alternatives by Sensible Portions joining the IZOD Center (East Rutherford, New Jersey) and Verizon Center (Washington D.C.). Sensible Portions continues to seek other stadiums that recognize the importance of giving today's generation a healthier, great tasting snack choice.

One of the key parts of the partnership is that Sensible Portions will also serve as an Official Partner of the Los Angeles Galaxy soccer club, an AEG property. In addition to offering The Home Depot Center fans a range of products, the brand will advertise in the Galaxy Official Game Program, participate in home game promotions and be part of LA Galaxy Community Fan Development Events.

"We are excited to be building on our West Coast distribution with these venues," says President of Sensible Portions, Jason Cohen. "STAPLES Center will help Sensible Portions further enhance their brand and grow its consumer base by offering visitors a healthier snack option. Our snacks are a great alternative to the full fat snacks typically offered by concessions, with 30-50% less fat than traditional potato chips."

"Providing our guests with a premium and superior brand like Sensible Portions further reinforces AEG's priority of providing a best in class and best in service fan experience for our guests," said Shervin Mirhashemi, COO, AEG Global Partnerships. "The ability to facilitate this multi-property platform to Sensible Portions for their great tasting, healthy and highest quality natural snacks ultimately benefits our fans who not only appreciate but expect the best of everything in our venues."

"Having the variety of healthy snack options provided by Sensible Portions is something that our guests will truly appreciate," said Lee Zeidman, Sr. Vice President & General Manager, STAPLES Center. "Listening to our fans and responding to their needs is one of the most important things we strive to do. We are pleased that we now have the ability to satisfy one of the most requested items in the ten year history of STAPLES Center and thanks to Sensible Portions, we can deliver in a first-class, delicious and healthy way."

Sensible Portions is a leader among the better-for-you snack category with tripled growth in 2009. Always testing and creating innovative products, their all natural foods are designed for the whole family to snack sensibly at home or on-the-go. Sensible Portions conveniently provides portion control seals or "Sensible Suggestions" on the back of each bag. The serving-size label features a number that identifies the portion for each serving. An outer circle around the number identifies what is sensible about the product, whether it's cholesterol-free, all-natural, gluten free or contains no Trans fat. Each is designed for the lifestyle demands of those who want to snack sensibly, anytime, anywhere. Enjoy a better snacking experience at your next sports, theater, or concert outing with Sensible Portions.

### **About Sensible Portions**

World Gourmet Marketing, LLC has been developing and marketing gourmet snacks since 2002. Produced under the company's premier brand Sensible Portions, World Gourmet products include all-natural and lower-calorie snacks such as Veggie Straws, Potato Straws, Apple Straws, Pita Bites, Miner's Gold, and Multi Grain Crisps. Available internationally, products are marketed under World Gourmet and Sensible Portions brands and are sold through grocery, deli, warehouse club, vending and other channels of distribution. For further information, visit [www.sensibleportions.com](http://www.sensibleportions.com).

### **About AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, The Home Depot Center, Sprint Center, The O2, Nokia Theatre L.A. LIVE and Nokia Theatre Times Square; sports franchises including Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers, the ING Bay to Breakers foot race and the Amgen Tour of California cycling road race; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production.

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