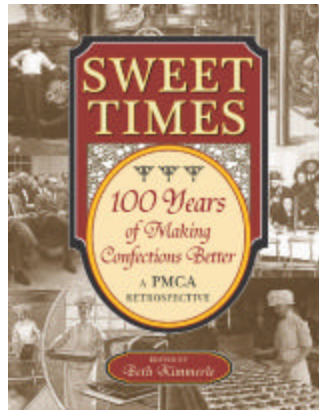




***For Immediate Release***

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**PMCA Commemorates Their First Century by Introducing  
*Sweet Times, 100 Years of Making Confections Better***



**December 20, 2007, Bethlehem, PA** —PMCA released their Centennial History Book entitled *Sweet Times, 100 Years of Making Confections Better* during their Centennial Gala on October 20, 2007. This book is not only about PMCA's History over the past 100 years, but it's about the dedication and commitment other people, volunteers and companies have had, and still have, to the confectionery industry as they come together looking for improvement and sharing knowledge. It includes an array of colorful, vintage images of wrappers, boxes, advertisements, factories and confectionery in the making. Many people who read this book will recognize older companies who may or may not be still in business and will learn information about these companies they may have never known.

This Book should please a variety of readers as it includes a wide range of information on Pennsylvania history and its agriculture, WWII, baseball cards, confectionery trade cards and much more. In keeping with PMCA's educational mission, this book is also an aid to help each of us

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experience confection trends and insights in a new way and to take a look at what the past means to our business and to us personally.

*Sweet Times, 100 Years of Making Confections Better* is available for purchase online at [www.pmca.com](http://www.pmca.com) or call the PMCA office at (610) 625-4655.

*PMCA is a non-profit international trade association in the confectionery industry whose goals are to provide open forums for the free exchange of technical information through its Annual Production Conference, to promote and direct basic and applied scientific research in the science of chocolate and confectionery through its Research Program at leading universities and to educate and train technical and manufacturing personnel worldwide through its Short Course Program. The organization was originally founded in 1907 as the Pennsylvania Manufacturing Confectioners' Association.*

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