



#1 L.A. Dodgers Welcome #1 HI-CHEW to the Dugout.
New Marketing Deal Is Fifth with Major U.S. Team.



(Los Angeles, California) September 22, 2015— Japan’s best-selling chewy candy has teamed with the NL West-leading Los Angeles Dodgers in a new partnership. HI-CHEW is now stocked in the dugout for all Dodgers home games, and fans are also getting the chance to enjoy free samples of the popular candy along with L.A. heroes like Clayton Kershaw, Zack Greinke, and Adrian Gonzales.

HI-CHEW’s new deal expands on a program by Morinaga America to create multi-year marketing partnerships with such legendary Major League Baseball teams as the Boston Red Sox, Chicago Cubs, and Minnesota Twins. HI-CHEW also has a partnership with the NBA’s New York Knicks.

“HI-CHEW candy has been well received by our players and fans,” said Dodgers’ Executive Vice President and Chief Marketing Officer Lon Rosen. “They really enjoy the taste and consistency of the candy, and have taken the opportunity to share HI-CHEW with their families!”

To learn more about Hi-Chew, please go to www.hi-chew.com, like us at <https://www.facebook.com/HiChew/>, and follow us at <https://www.instagram.com/hichewusa/> and <https://twitter.com/hichew>.

About Morinaga & Hi-Chew:

The history of Hi-Chew stretches back over a century, when company founder Taichiro Morinaga brought candy-making skills to Japan from America in the 1800s. Hi-Chew has long been the #1 soft candy in Japan, and in recent years, has also become a hit in the rest of Asia and America, especially among the young. In the U.S., original Hi-Chew is offered in Strawberry, Green Apple, Mango, Grape, Cherry, Banana, Melon, and Kiwi. The Hi-Chew Sours come in Lemon, Lime and Grapefruit. Hi-Chew Bites are offered in Grape, Strawberry, Mango, and



Orange and are made with real fruit juice blended into the chewy candy, which is 100% free cholesterol or artificial colors.

Morinaga America, Inc. (sales company) and Morinaga America Foods, Inc. (candy production) are wholly owned subsidiaries of Morinaga & Co., Ltd., which began in 1899 as the first maker of chocolates in Japan.

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