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**Mrs. Prindable's Handmade Confections Celebrates the Holidays with
"Apple-A-Day" Giveaway on Facebook, www.facebook.com/MrsPrindables**

*Company will select one winner daily (M-F) to receive a free Mrs. Prindable's
deliciously elegant, gourmet caramel apple*

Niles, Ill.—November 10, 2010—Amid smartphones, social media and tablet computers, Mrs. Prindable's Handmade Confections, **maker of the original gourmet caramel apple**, recognizes the tremendous value and importance of maintaining close, personal connections with consumers.

The company has about 4,000 fans on Facebook and continuously receives praise and feedback from online followers regarding Mrs. Prindable's flavors and new apple designs that are tailored for various seasons, holidays and celebrations.

This holiday season, the company will further engage consumers through their "Apple-A-Day" giveaway on Facebook, www.facebook.com/MrsPrindables. Beginning Nov. 15 and continuing through Dec. 20, Mrs. Prindable's will select one winner daily, announced Monday thru Friday (with weekend winners announced on "Bonus" Mondays), and ship him or her one of the company's signature, handmade gourmet caramel apples.

"Part of the Mrs. Prindable's experience is surprising our customers, their families and their friends by the sheer size, elegance and deliciousness of our gourmet caramel apples," said Mike Bibbey, Vice President of Marketing at Mrs. Prindable's. "For the holidays, our Apple-A-Day giveaway was created to show appreciation for our fans while maintaining that element of delight that resonates so well with the brand's consumers."

Winners of the "Apple-A-Day" giveaway will be randomly chosen among those who "Like" the Mrs. Prindable's Facebook page, as well as respond to the company's 9:00 a.m. CST daily status update.

“Topics can include anything from Thanksgiving and Christmas to shopping and food preferences,” said Bibbey. “Our goal is to continue increasing Mrs. Prindable’s brand recognition and interacting with fans in a way that’s fun and entertaining for everyone.”

Unlike the traditional grocery store variety, Mrs. Prindable’s uses enormous apples handpicked fresh from the state of Washington. Once harvested, master confectioners hand dip the apples in creamy, homemade caramel and then, depending on the product, dip the apples in white, milk or dark chocolate sauce and hand-roll them in the highest quality ingredients (pecans, cashews, almonds, candy pieces, etc.). The finished product can weigh up to 1.5 lbs. and serve 8 to 10 people.

Available year round, Mrs. Prindable’s gourmet caramel apples offer families unique desserts and deliciously elegant gifts for a variety of occasions. True to the company’s made-to-order philosophy, each apple is shipped promptly, and once delivered and refrigerated, remains fresh for up to two weeks.

To learn more about Mrs. Prindable’s story and creations, visit www.mrsprindables.com.

To learn more about the “Apple-A-Day” Giveaway, visit the company on Facebook (www.facebook.com/MrsPrindables) or Twitter (www.twitter.com/mrsprindables).

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