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ICEE® and SuperAmerica® Kickin' with Jamie Watson

Ontario, CA - June 27, 2016- The ICEE Company and SuperAmerica®, have teamed up with Minnesota United FC player, Jamie Watson for a special ICEE flavor and “Win Free ICEE for a Year” Promotion. Participating stores in Minnesota and Wisconsin market will feature an all new flavor, Jamie Watson, Kickin’ Blue Strawberry. This great tasting and fun color flavor is available exclusively at participating SuperAmerica® Stores. To make the flavor promotion even sweeter, participating SuperAmerica® stores will be selling 16 and 24 ounce ICEE® drinks for only 59 cents through August. The offer is promoted with special flavor signage, machine transparency and a life size Jamie Watson cutout.

SuperAmerica® is also offering consumers the opportunity to “Win free ICEE drinks for a Year”. To enter the contest, consumers simply take a picture with the Jamie Watson cutout and post the photo on Facebook, Twitter or Instagram with the hashtag #kickinwithjamie and tag @mysuperamerica and @JamieWatson77. The contest runs through August 2, 2016. Five (5) prize winners will be randomly selected from all entries.

“We are excited about this promotional activity with SuperAmerica® and Jamie Watson”, stated Dan Fachner, President, and The ICEE Company. “The new, exclusive flavor, discounted price, Social Media contest and Jamie Watson’s participation make this a great promotion for SuperAmerica® and ICEE consumers”.

The ICEE Company is a leader and innovator in the Frozen Beverage industry, offering the most comprehensive Frozen Beverage package and Service Network in the beverage and Foodservice categories. The ICEE Company’s brand portfolio includes ICEE®, SLUSH PUPPIE®, ARCTIC BLAST®, parrot-ice® frozen cocktails and fruit smoothies, ICEE® Slush, THELMA’S frozen lemonade and Java Freeze® frozen and iced coffee. The ICEE Company is also a major service provider to the foodservice category through ICEE Manages Service. The ICEE Company is a subsidiary of J&J Snack Foods Corp. (NASDAQ-JJSF), and operates Service Centers throughout the United States, Mexico and Canada. For further information, please visit us at www.icee.com.

About SuperAmerica

SuperAmerica based in Woodbury MN, operates approximately 170 convenience stores and supports approximately 113 franchised convenience stores, primarily in Minnesota and Wisconsin, under the SuperAmerica trademark. More information on SuperAmerica is available at www.superamerica.com.

About Jamie Watson.

Current Midfielder for the Minnesota United FC. Jamie was born in Arlington, Texas and played 2 years college soccer at UNC-Chapel Hill. Jamie was selected in the 1st round of the 2005 MLS SuperDraft and has played for numerous clubs around the country before being signed in 2014 by Minnesota United FC.

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