

FOR IMMEDIATE RELEASE

Midnite Snax, a premier manufacturer of snacks and confections, is proud to announce that we are now certified as a Women's Business Enterprise (WBE) through the Women's Business Enterprise National Council (WBENC), the nation's leading third-party certifier of businesses owned and operated by women. Under the new leadership of Lara Fraum, Midnite Snax continues to excel in delivering exceptional snacks, confectionary products and innovative packaging solutions to the promotional products industry.

Founded by Jack Goldberg 32 years ago, Midnite Snax has always been committed to excellence and creativity. When Jack decided to retire, he entrusted the future of the company to his daughter, Lara Fraum, and her husband, Craig. Recognizing her exceptional skills and shared vision, Jack confidently passed the torch to the next generation.

As a women-owned enterprise, Midnite Snax is committed to empowering women in the workplace and fostering an environment that promotes equality and opportunity. Under Lara's leadership, Midnite Snax has flourished. Her commitment to innovation, quality, and customer satisfaction has been unwavering, driving the company's growth and success.

"I am immensely proud to be a women-owned business," said Lara Fraum, CEO of Midnite Snax. "My journey has been one of determination, creativity, and collaboration. In my early twenties when my father opened Midnite Snax, I answered phones, entered orders, assembled products, and packed boxes. I did whatever it took THEN, and I will do whatever it takes NOW to continue building on the legacy my father established and take Midnite Snax to even greater heights."

About Midnite Snax:

Midnite Snax is a leading candy, snack and gourmet food manufacturer and supplier to the Promotional Products Industry. Founded in 1991, Midnite Snax is not only a supplier of delectable sweets, but also a manufacturer of the freshest popcorn, chocolate, and bakery items industry wide. Our products are made fresh to order and are never inventoried or pre-made.

About WBENC:

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 18,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 500 Corporate Members, most of which are Fortune 500. Thousands of corporations representing America's most prestigious brands, as well as many states, cities, and other entities, look for and accept WBENC Certification. For more information, visit www.wbenc.org and www.buywomenowned.com.