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Fairytale Brownies Celebrates 15 Years of Sweet Success

(Phoenix, AZ / February 19, 2007) **Fairytale Brownies**, America's largest purveyor of gourmet mail-order brownies, is celebrating its latest milestone in 2007 – a fifteenth Fairytale anniversary.

Founded in 1992 by childhood friends Eileen Spitalny and David Kravetz, Fairytale Brownies (brownies.com) started out as a venture with the two friends and a family recipe, baking batches of brownies at night and selling them at local street festivals and farmer's markets. In their first year of business, Fairytale generated \$250,000 and grew at an average pace of 50% per year. Fairytale continues to enjoy steady growth, having grossed \$7.8 million for the fiscal year ending June 30, 2006. The Small Business Association recognized the company's success in 2006 by recognizing Eileen and David as Arizona's Small Business of the Year.



"David and I have known each other since kindergarten," says Eileen Spitalny, the Marketing & Sales Team Leader. "Years of friendship and a commitment to baking the best brownie possible has turned our childhood dream of owning our own business into today's 'fairytale' reality. We now ship well over 100,000 brownie gift packages each year."


Fairytale Brownies is a proud supporter of KaBOOM!, the national non-profit organization dedicated to creating a place to play within walking distance of every child in America. Fairytale employees participate in playground builds, toast site openings with brownies and milk, and donate a portion of sales of every Fairytale special occasion band to KaBOOM!

Just in time for the fifteenth-anniversary year, Fairytale Brownies introduced a new brownie flavor, *Espresso Nib*, a new line of Fairytale Blondies including *Chocolate Chunk* and *Pecan*, Chocolate and Caramel Fairytale Endings™ Dessert Sauces, and new suede packaging. Fairytale also has a new home in which to bake and ship: a 26,000 sq. ft. state-of-the-art facility in Phoenix. This building combines Fairytale's baking, shipping, and marketing operations under one roof.

Customers in Phoenix have the opportunity to purchase Fairytale Brownies from the retail location at the new headquarters. Viewing windows in the store give visitors an inside glimpse into the Fairytale baking process. The Fairytale Bakery retail store is located at 4610 East Cotton Center Blvd. in Phoenix; hours of operation are Monday through Friday 8 a.m. to 5 p.m. local time.

Order any time at brownies.com or 1-800-FAIRYTALE.

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Fairytale Brownies offers 12 different brownie varieties and two new blondie flavors. Each brownie batch is handcrafted from gourmet Callebaut dark Belgian chocolate and individually wrapped to guarantee maximum freshness. Fairytale Brownies can be shipped worldwide, gift packaging is available for all occasions, and all Fairytale Brownies products are certified kosher. 

For more information, samples, or images, please contact Deussen Global Communications at 212-682-2293 x125 or jfilz@deussenglobal.com. Ask for Julia Filz.