



Press Release Contact Information:

Steven Style
The Steven Style Group
President
237 West 37 St. Suite 902
New York, NY
United States, 10018
Voice: 212-465-1290
Fax: 212-465-1299
E-Mail: [Email us Here](mailto:info@stylegroup.com)
Website: [Visit Our Website](http://www.stylegroup.com)

Hillside Candy Names Steven Style Group as Exclusive Marketing Communications Agency for GoNaturally Organic Candy

Delicious Hand Made USDA Certified Organic Hard Candy Line Joins Roster of Clientele at Renowned New York City Marketing Communications Firm

/24-7PressRelease/ - NEW YORK, NY, April 25, 2008 — The Steven Style Group, a full-service marketing communications agency, announced today that Hillside Candy, a leading manufacturer of popular confections, has named the agency as its exclusive marketing communications agency for its GoNaturally certified organic hard candy line. The announcement was made by Steven Style, President of the Steven Style Group.

GoNaturally is handmade, gluten free, kosher, and USDA certified organic and the best tasting organic candy available in the marketplace. Using organic evaporated cane juice and organic brown rice syrup for sweetness, the line is flavorful and refreshing. GoNaturally is CLEAN candy, containing no trans fats, no preservatives, no corn syrup, no FD&C colors, and no hydrogenated oils. In keeping with the environmentally friendly concept, the GoNaturally packaging and twist wraps are all recyclable. Adults and kids alike can feel good about having GoNaturally as a wholesome treat.

The Steven Style Group will create and implement a highly aggressive and wide-reaching marketing communications program that will include select advertising, product sampling, radio promotions, and publicity and public relations, to help Hillside Candy build further awareness and grow sales and distribution for its GoNaturally organic brand.

"We are excited about working with Hillside Candy in order to help push the company's GoNaturally organic candy brand past the tipping point," stated Mr. Style. "GoNaturally candy is ideally positioned for explosive growth due to the increasing demand for better-for-you foods and the rapidly escalating organic movement."

About Hillside Candy:

Based in Hillside, New Jersey, Hillside Candy was established in 1945, and is the corporate umbrella and home of three popular brands of candy: Golightly, one of the leading niche brands in the sugar-free market, Hillside Sweets, a line of sugar-based hard candy, and GoNaturally, a line of USDA certified organic candy. These three made-in-America brands are sold through drug store chains, mass merchandisers, grocery stores, supermarkets, gourmet shops, rebaggers, gift basket companies, and other businesses throughout the United States. The company also exports its products to twenty countries around the world. Each of Hillside's lines offers quality, consistency, and delicious taste. Hillside is fully committed to meeting the demands and desires of American candy-lovers, by producing terrific-tasting products for today's consumers' discerning tastes in candy. For more information, visit <http://www.hillsidecandy.com>.

About the Steven Style Group:

The Steven Style Group, established in 1996, is a full-service, marketing communications agency. The company is widely-known for its visionary, creative, and always-memorable public relations campaigns and brand-building work, for a wide-array of significant companies including Candy Dynamics, BDI Marketing, Pop Rocks, Atari Games, Midway Home Entertainment, Sony Wonder, Showtime Networks, The Discovery Channel, K'NEX, Lincoln Logs, Malibu Toys, NewKidCo, Silver Dolphin Books, Portable Press, Cold Tree Press, Escient, ELAN Home Systems, ATON, AuthorHouse, Direct Employers, JobCentral.com, PowerFile Digital Storage Solutions, and others. The agency has offices in New York City and South Beach Miami.

###

NOTE TO EDITORS: Hi-resolution images to accompany this story are available at:

GoNaturally Logo

<http://www.stylegroup.com/GoNaturallylogo.jpg>

GoNaturally certified organic hard candy line
<http://www.stylegroup.com/GoNaturallyCherry.jpg>

GoNaturally Button
<http://www.stylegroup.com/GoNaturallyButton.jpg>

PRESS CONTACTS:

Steven Style or Jeff Assisi

The Steven Style Group

New York City, NY

t) 212.465.1290

f) 212.465.1299

e) jeffa@stylegroup.com