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Moonstruck Chocolate Co. Names New CEO
Company Taps Retail Industry Veteran for Top Post

(Portland, Ore. – March 25, 2008) – Moonstruck Chocolate Co. has named Dan Hossley, a 25-year veteran of the retail industry, as the new CEO of the company. Hossley has served as interim CEO since November 2007 and now assumes the permanent position.

Hossley brings extensive retail industry experience to Moonstruck Chocolate Co., having served as Director of Perishable Foods Distribution for 7-11 as part of a 25-year career at the convenience store leader. Most recently, Hossley was Director of Strategic Planning & IT for Pharmasave, a co-op of 400 independently owned and operated pharmacies in Canada. Prior to that, he served as Director of Merchandising and Distribution for Movie Trading Company, a wholly owned subsidiary of Blockbuster Inc.

Hossley is a native of the Pacific Northwest who grew up in the Seattle area and attended Pacific Lutheran University. After spending time in Texas and California, he is happy to be returning to his Northwest roots.

"I am thrilled to be back in the Northwest and to be joining Moonstruck Chocolate Company," said Hossley. "Moonstruck is already recognized as one of the country's top gourmet chocolatiers, and I am looking forward to helping grow the brand even further."

Hossley joins Moonstruck Chocolate Co. at an exciting time in the company's 15-year history. The company opened five new Moonstruck Chocolate Cafés across the country in the fall of 2007 and has announced plans to open three more cafés by 2009.

"We are very excited to have Dan at the helm of Moonstruck Chocolate Company," said Dave Bany, Chairman of Moonstruck Chocolate Co. "The expertise and leadership Dan brings will be invaluable in this time of growth."

About Moonstruck Chocolate Co.

Established in 1993, Moonstruck Chocolate Co. was founded on the premise that chocolate is an indulgence for all the senses. Moonstruck Chocolatier uses only the finest and freshest ingredients, including chocolate that originates from some of the most exotic and highest quality cocoa beans in the world. The company's award-winning artisan chocolates, which were featured as the official chocolate of the 77th and 78th Annual Academy Awards® gift baskets, are handcrafted, hand-decorated and hand-packaged in Portland, Ore. Moonstruck Chocolate Co. also owns and operates 14 Moonstruck Chocolate Cafés in Oregon, California, Illinois, Michigan, Massachusetts and Virginia. For more information, please visit www.moonstruckchocolate.com.