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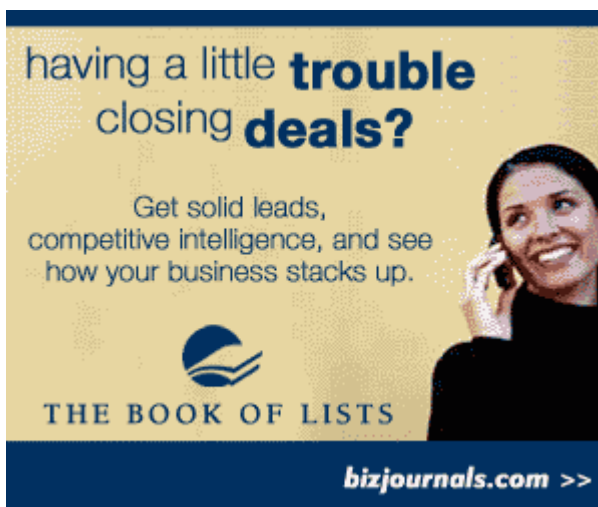
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July 23, 2002

## Jenny Lee partnership has new take on fortune cookie

Kin-Jen L.L.C., a joint venture between Jenny Lee Bakery Co. and publisher Knowledge in a Nutshell Inc., will launch its version of the fortune cookie July 26.

Kin-Jen produces "The Edible Game: A Smart Cookie" and other products teaming edibles and fun facts. The debut product is a walnut-shaped cookie filled with a strip of information. Participants can savor the "game board" and save the printed message inside.



The partners are McKees Rocks-based Jenny Lee, with several namesake locations throughout the Pittsburgh area, and publishing entrepreneur Charles Reichblum, author of the Knowledge in a Nutshell series of books. Mr. Reichblum writes the copy for the questions and answers tucked in each cookie. These are handrolled on nonabsorbent paper and printed with non-toxic ink provided by Kwik Kopy printing.

The walnut cookie shape was designed by architect and artist Sylvester Damianos, who heads the Oakland-based firm Damianosgroup PC. The actual metal mold, based on Mr. Damianos' design, was created by sculptor Peter Calaboyias.

The cookies, and subsequent products, will be sold at all Jenny Lee Bakery stores, via 1-800-NUTSHELL and at the Web sites <http://www.knowledgeinanutshell.com> and <http://www.jennylee.com>. Custom made Q&As for special occasions, such as corporate trade shows or sales meetings, are also available.

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