

MY M&M's Rolls Out Star Wars-Themed Candy for 'May the 4th'

MT. ARLINGTON, N.J. (PRNewswire) — To celebrate Star Wars Day on May 4th, MY M&M'S is unveiling "sweet" Star Wars-themed MY M&M'S chocolate candies and merchandise. Now, fans of either the dark or light side can join the chocolate 'm'pire and display their allegiance with special blends of M&M'S with well-known Star Wars phrases and characters like Darth Vader and Yoda.

Available in a wide variety of packaging options, Star Wars MY M&M'S are the ideal party favor for celebrations on May 4, or to help celebrate any special occasion.

"Star Wars is a phenomenally well-known and well-loved franchise and, with the introduction of Star Wars-themed MY M&M'S, fans have a fun and unique way to show their dedication," said Leslie Convey, General Manager of MY M&M'S.

MY M&M'S allows Star Wars fans to choose from a wide variety of unique merchandise at www.mymms.com/StarWars [1], including:

- Star Wars M&M'S Blends – choose from three different pre-printed blends: red, gray and black dark side M&M'S, blue and white light side M&M'S or gold and silver M&M'S with the famous "May the Force Be with You" phrase
- Star Wars Character Candy Dispensers – a nostalgic old-fashioned candy dispenser that features M&M'S characters dressed as Darth Vader, Luke Skywalker, Darth Maul or Clone Troopers and comes with a one-pound bag of Star Wars blend chocolate M&M'S[®] candies
- Star Wars Glass Bowl – display your Star Wars fandom and add to your collection with a glass bowl personalized with favorite characters and movie scenes, and a one-pound bag of official Star Wars M&M'S
- Star Wars Party Favors – celebrate May the 4th in style by giving your party guests favors they won't forget. Choose from silver tins or pillow packs featuring Star Wars characters and logos

Join the force and "May the 4th be with you!"

For more Star Wars MY M&M'S chocolate candies and gift ideas, visit www.mymms.com/StarWars [1].

About Mars Retail Group

Headquartered in Mt. Arlington, New Jersey, U.S., the Mars Retail Group creates and builds retail businesses that build the brands of Mars, Incorporated. The iconic M&M'S[®] World stores, located in New York City, Las Vegas, Orlando, and London, currently represent Mars' largest retail business. MRG also operates the company's Licensing and MY M&M'S businesses, as well as the gourmet chocolate business

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that is sold under the ETHEL M brand name.

Mars Retail Group is a division of Mars, Incorporated. In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a "mutuality of benefits for all stakeholders" - this objective serves as the foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 75,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars brands include: Petcare - PEDIGREE®, ROYAL CANIN®, WHISKAS®, BANFIELD® Pet Hospital, NUTRO®, SHEBA®, DREAMIES® and CESAR®; Chocolate - M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley - DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food -UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks - ALTERRA® Coffee Roasterscoffee, THE BRIGHT TEA CO.® tea,DOVE®/GALAXY® Hot Chocolate, and FLAVIA® brewer; Symbioscience - COCOAVIA® and WISDOM PANEL®.

For more information, please visit www.mars.com [2]. Follow us: [facebook.com/mars](https://www.facebook.com/mars), twitter.com/marsglobal, [youtube.com/mars](https://www.youtube.com/mars).

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Links:

[1] <http://www.mymms.com/StarWars>

[2] <http://www.mars.com/>