



The World's Favorite
Belgian Chocolates

RELEASE: Immediate
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Michael Cobb New President of Guylian USA Inc.



Englewood Cliffs, N.J., March 2, 2010 – Michael Cobb has been named president of Guylian USA Inc. He will join the Belgian chocolate maker's U.S. subsidiary on March 8, 2010. Cobb brings a wealth of experience – both domestic and international – with large structured organizations, as well as small, entrepreneurial companies, in food, specialty goods, and household products.

“Michael has an outstanding record in brand-building, revitalizing under-performing brands, identifying new growth opportunities, and unlocking profit and share growth potential,” said Leslie Coopersmith, chief executive officer of Guylian USA. “He will be a tremendous asset to the Guylian team as we work with retailers to navigate this difficult economy and build our chocolate gift business.”

Most recently, Cobb was vice president of marketing and sales for Bongrain Cheese USA, an international leader in specialty cheeses based in New Holland, Pa. During his tenure there, he developed brand vision and growth strategy that helped deliver record profits for the company. Prior to that, he was marketing director of Twinings North America, Inc., where he designed the strategic plan that made Twinings the fastest growing tea brand in the U.S. and Canada.

Cobb began his career at Procter & Gamble de Venezuela in Caracas, followed by a ten-year stint at Unilever Foods North America. There, he held a variety of management positions and directed such major international consumer brands as Hellmann's, Ragu, and Wish-Bone.

Cobb completed his undergraduate work at Oklahoma City University and holds a Master's of Science in Integrated Marketing from Northwestern University in Evanston, Ill.

Established in 1960, Chocolaterie Guylian is the world's leading manufacturer of premium boxed Belgian chocolate and one of the fastest-growing brands in major markets worldwide, selling in 100 countries. Guylian first became known for its exquisite Guylian Seashell and Seahorse chocolates. Today, the company offers a range of boxed chocolates, individually wrapped chocolates, and chocolate bars. In addition, Guylian is the major sustaining sponsor of Project Seahorse, an international organization dedicated to conservation of endangered seahorses and sustainable use of the world's coastal marine ecosystems. U.S. headquarters are in Englewood Cliffs, N.J.