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BUTTERFINGER HELPS BRINGS THE LAUGHS TO BONNAROO WITH “THE COMEDY SWEET,” POP-UP COMEDY EXPERIENCES

Official Partner of Comedy at Bonnaroo, Butterfinger Aims to Engage with Comedy Fans on Twitter

GLENDALE, Calif. (June 10, 2009) – Butterfinger will be helping to keep attendees smiling at this year’s Bonnaroo Music and Arts Festival with roving comedy activities, an engaging scavenger hunt, and thousands of free Butterfinger bars.

“The Comedy Sweet Humored by Butterfinger” will showcase a roster of national headlining comics in the festival’s air-conditioned tent, including three performers who are scheduled to engage with Bonnaroo attendees in additional on-site and social media activities.

Michael Ian Black & Michael Showalter (“Michael & Michael Have Issues”) will help Butterfinger lead a scavenger hunt on the Bonnaroo grounds via Twitter. Special clues posted by @MichaelIanBlack or @MShowalter on Twitter.com will lead attendees to discover a Butterfinger Man; attendees who post a photo of themselves with the character on Twitter can earn VIP comedy passes.

Comedian Christian Finnegan (“Best Week Ever”) will perform a series of Pop-Up Comedy routines throughout the weekend, roaming the Bonnaroo grounds to perform spontaneous, stand-up performances for fans.

Adjacent to The Comedy Sweet, Bonnaroo attendees also will be entertained in the Butterfinger Corral, where cameras will capture confessionals for airing on the Butterfinger Comedy Network and party games will keep fans in stitches between shows.

“Humor has always been a staple of what Butterfinger is all about, beginning with our name, and continuing in how we engage with young people who love our candy,” said (Daniel). “Being a partner with Bonnaroo and their comedy program is an exciting way for Butterfinger to connect with candy and comedy lovers alike.”

Videos of past Bonnaroo comedy performances are currently airing at <http://butterfingercomedynetwork.com>.

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