



For Immediate Release
September 2009

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About Sahale Snacks' Founders

Edmond Sanctis and Josh Schroeter have been friends since 1985, when they met right out of college while working as television news reporters. Their early media careers took them to all parts of the country, where their lives crossed paths multiple times. Both eventually made it to New York City to pursue advanced degrees at Columbia University. Edmond received an MBA from Columbia; Josh received an MS in Journalism and an MBA from Columbia.

Fresh out of business school, Edmond went to NBC, where he spent eight years working in the company's Entertainment, Cable and Internet businesses. He helped launch NBC's interactive operations in 1994 and as President, led NBC Internet to over \$100M in sales and a top ten Internet ranking by 2000. Prior to starting Sahale Snacks in 2004, Edmond also served as President of Acclaim Entertainment, a video game business, and CEO of Omnilux, a broadband infrastructure company.

Josh helped launch digital media business ventures at NBC News, Time Warner, and spent five years at Columbia University, where he founded and directed The Center for New Media, an education and research center focused on new forms of media, communication and teaching, funded by many of the world's largest media and technology companies. Before launching Sahale Snacks, Josh was CEO and founder of Blockbuy.com, a venture capital-backed Internet company.

Over the span of their 20+-year friendship, Edmond and Josh—both outdoor enthusiasts—have been together on many climbing adventures throughout the West. It was on a climb up Mt. Rainier in August 2003 that the two friends hatched the idea for Sahale Snacks, with the goal of providing healthy and extraordinarily great tasting food that could travel anywhere.

Today Edmond and Josh live with their families in the Seattle area and still, occasionally, find time to climb mountains.

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