

NEWS RELEASE

For Immediate Release:

**King's Hawaiian Announces Settlement With Aldi And The Filing Of A New Lawsuit Over The Family-Owned Bakery's Iconic Orange Packaging Trade Dress**

Gainesville, Georgia – Long-time manufacturer of Hawaiian sweet bread products, King's Hawaiian, announced today it reached a settlement with Aldi arising from the trade dress infringement lawsuit filed against the discount grocer last year.

On Monday, January 11, King's Hawaiian, the storied bakery company that is still wholly-owned by the family that founded the company 66 years ago, voluntarily dismissed its lawsuit against Aldi following the parties' out-of-court settlement. While the terms of the settlement agreement are confidential, King's Hawaiian Executive Vice President John Linehan said King's Hawaiian is pleased with the settlement and with the resolution of the lawsuit.

The confidential settlement brings a quick end to the lawsuit King's Hawaiian filed against the Aldi in October alleging infringement of the King's Hawaiian Sweet Roll Packaging trade dress – the iconic orange packaging King's Hawaiian use for its famous Hawaiian sweet dinner rolls.

“We believe our trade dress is quite distinctive and famous and we have put together an excellent legal team to defend it,” Linehan said. “We have invested a significant amount of time and resources and it is our intent that this team will vigorously pursue any infringement to our trade dress any time it occurs in any location at any cost.”

King's Hawaiian agreed to settle a similar lawsuit against Sprouts Farmer's Market in April of last year that it filed in July 2014. According to Linehan, Sprouts agreed to pay King's Hawaiian a confidential amount and to permanently stop manufacturing and selling the packaging at issue in that litigation.

In addition to announcing its settlement with Aldi, King's Hawaiian also announced the filing of a separate lawsuit over its packaging trade dress against Alpha Baking Company, Inc. and Alpha Baking Distribution Company, Inc. in federal court in Georgia.

The case against Aldi is King's Hawaiian Bakery Southeast, Inc., et al. v. Aldi, Inc., case number 2:15-cv-00212-RWS in the United States District Court for the Northern District of Georgia. The case against Alpha Baking Company, Inc. and Alpha Baking Distribution Company, Inc. is King's Hawaiian Bakery Southeast, Inc., et al. v. Alpha Baking Company, Inc. et al., case number 2:16-cv-00017-WCO, in the United States District Court for the Northern District of Georgia.

King's Hawaiian is represented by Scott Kidman and Brian Wheeler of Quinn Emanuel Urquhart & Sullivan, LLP.

About King's Hawaiian: Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. Kings Hawaiian makes the #1 branded dinner roll in the United States, and operates approximately 400,000 square feet of baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's Web site at [kingshawaiian.com](http://kingshawaiian.com), "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.