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WONDERFUL® PISTACHIOS CRACKS OPEN NEW CAST OF NUTTY COMMERCIAL CHARACTERS IN SECOND YEAR OF “GET CRACKIN”

Rod Blagojevich and Snooki Both Make Their Television Commercial Debuts in the Second Year of this Headline-Making Campaign

LOS ANGELES (November 1, 2010) – The Wonderful® Pistachios “Get Crackin” campaign “takes two” in 2010, inviting consumers nationwide to continue cracking open their pistachios with eight new nutty pop culture personalities. The \$20 million national advertising campaign – which officially launched last night during the fourth game of the World Series - will expand the humorous thematic of how everyone cracks open a pistachio in their own unique, light-hearted way.

Featured personalities include infamous Illinois governor and *Celebrity Apprentice* star Rod Blagojevich; MTV *Jersey Shore*’s beloved Nicole “Snooki” Polizzi; NFL Cincinnati Bengals wide receiver and VH-1 star Chad Ochocinco; Golden Globe™ Award-nominated actor and former real-life drill instructor R. Lee Ermey; stand-up comedian and actor Lewis Black; YouTube sensation “Keyboard Cat”; and Charles M. Schulz’s *Peanuts* gang, which is widely considered the most popular and influential comic strip.

The series of commercials make a World-Series debut and will air in full rotation starting on November 15 during prime-time favorites such as *30 Rock*, *Big Bang Theory*, *Grey’s Anatomy*, *Modern Family* and *Monday Night Football* in addition to late-night programs, sporting event broadcasts and a range of cable networks. The diverse mix is designed to create maximum impact with key consumer targets of women and moms who control the pantry and men who influence the shopping list by reaching both during popular shows and group snacking occasions that typically surround sporting events.

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“The success of our humor-roasted “Get Crackin’” campaign shows that we clearly resonate with consumers and the proof is in the pistachio,” said Dominic Engels, vice president, global marketing, Paramount Farms. “Last season, Wonderful Pistachios experienced a record-breaking year with both a 233 percent increase in brand sales year-over-year and a statement-making entrance into the \$8 billion ‘salty snack’ category dominated by chips. We are confident that this year’s campaign will exceed expectations in consumer impressions and boost overall category sales.”

The new crop of “Get Crackin’” commercials feature:

- **Rod Blagojevich Does It Innocently.** A political spitfire, Rod made headlines for both a “sold” seat and styled hair that rivaled Donald Trump. While sitting innocently at a desk, a man slides a briefcase in front of him. Rod looks at it curiously, opening it up only to find a cascade of thousands of pistachios spilling out of it, onto the desk, his lap, the floor, etc. He grabs one, shrugs, winks and cracks it open.
- **Snooki Does It With UV Rays.** Best known for her hair pouf and her tanning obsession, Snooki stands next to a tanning bed in a green and black monokini. After flashing her trademark smile, she cracks open the pistachio on the edge of the tanning bed cover and shows us that pistachios now have a place in *Jersey Shore’s* mantra of “GTL-P: gym, tan, laundry...*pistachio!*”
- **Ochocinco Does It In The Endzone.** As he does for every touchdown scored for the Cincinnati Bengals, Chad Ochocinco kneels in the endzone. Suddenly, he pops up and with the shake, shimmy and swivel that earned him a fourth-place finish in *Dancing With The Stars* – plus countless fines by the NFL - he celebrates with a dance and a victorious cracking of a pistachio!
- **Lucy Does It For Kicks.** The classic running gag of Lucy taunting Charlie Brown with the football is one of the most memorable of the *Peanuts* strip, and when she snatches the ball away at the last minute, it brings back memories for viewers across generations. This time, Lucy sets up the big kick – and the big crack – for Charlie Brown with a Wonderful pistachio!
- **Drill Sergeants Do It With Intimidation.** Known for his award-nominated turn as Gunnery Sergeant Hartman in *Full Metal Jacket*, R. Lee Ermey meets his newest private... a pistachio. At the top of his lungs, he inducts the pistachio with a full-fledged rant... until it trembles in fear and cracks!
- **Lewis Black Does It Like Lewis Black.** Stand up comedian Lewis Black is ranting behind a microphone on stage, providing non-stop laughs and colorful commentary. He announces only an idiot would have him crack open pistachios... and then proceeds to crack open a pistachio!
- **Vampires Do It When The Sun Goes Down.** The lights dim slowly on an eerie, ghostly casket. The lid pops open, a vampire emerges and with the full force of fangs that would make *Twilight*, *True Blood* and *Vampire Diaries* fans proud, she hisses and cracks open a pistachio.
- **Keyboard Cat Does It Purrrrrfectly.** With a musical prowess on a keyboard that has given 12 million YouTube viewers a giggle, Keyboard Cat is shown tapping his signature tune. When a pistachio is placed on the key, he cracks it open with his paw and continues with his performance.

“Now in its second year, our campaign casts a wide-net of talent – much like many of the reality-shows seen on network television – with someone to appeal to everyone,” continued Engels. “This year, we’re including a younger audience in our communications plan, with Twitter®-centric talent targeting the 20-25 year-old demographic, thus extending our potential for pistachio consumption growth.”

Wonderful Pistachios Recharges Campaign

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In addition to the eight new spots airing on television, the brand is bringing back two popular and relevant spots from 2009: Wee-Man and Beauty Queen. Not only did these two spots place in the top-ten on “Likeability” and “Recall Scores” of new ad executions (for October 2009) released by The Nielsen Company last year, but in the year since then, Lauren Caitlin Upton has been seen on CBS’s “Amazing Race” and Wee-Man’s “Jackass 3D” was released theatrically on October 15.

Get Bloggin’

Who better to be the “official Wonderful Pistachios blogger” for a pop culture-inspired campaign than the ultimate pop culture commentator, Perez Hilton. Hilton was on the set of the commercial shoot, conducting celebrity interviews to be featured on November 16 in viral-inducing vignettes on his blog, PerezHilton.com. As part of the brand’s overall online advertising buy, a specially-designed “page takeover” is created to wrap the blog’s site the week the campaign goes into full rotation on television to ensure maximum impact and click-back to GetCrackin.com.

Crowd Sourcin’ Creativity

Through a new collaboration with Poptent - a vibrant community of filmmakers, animators and products - Wonderful Pistachios is challenging the online community to get filmin’ and to produce edgy, online versions of Get Crackin’ commercials with similar style treatments. While Wonderful Pistachios will select and purchase one or more videos that best captures the Get Crackin’ spirit to generate viral support and social media excitement, Poptent will name five additional videos to be awarded Editors’ Choice recognition.

Wonderful Pistachios also will partner with Tadcast, which specializes in product placement advertising within online video, for effective online brand integration. As part of the viral efforts, select YouTube “stars” will produce their own pistachio-themed videos; tapping into their subscribers and followers whose combined creative have attracted more than 500 million views historically.

About Wonderful® Pistachios

The Wonderful Pistachios brand features upscale, premium packaging and a bold contemporary look, appealing to a sophisticated, health-conscious consumer. Wonderful Pistachios are grown in Lost Hills, California, part of the San Joaquin Valley, the agricultural heartland of California. Grown, processed and packaged by Paramount Farms, Wonderful Pistachios are available at retail outlets and grocery stores nationwide including Albertsons, Giant Eagle, Kroger, Safeway, Vons and Wegmans, and are available in a variety of sizes. For more information about Wonderful Pistachios or the Get Crackin’ campaign, visit www.wonderfulpistachios.com, www.getcrackin.com, www.facebook.com/wonderfulpistachios and www.twitter.com/getcrackin.

About Paramount Farms

Part of Roll International Corporation, headquartered in Los Angeles, California, Paramount Farms is one of a group of privately owned, affiliated companies that comprise the largest farming operation of tree crops in the world. In addition to pistachios and almonds, Paramount Farms is also the largest producer and exclusive grower of the California Wonderful variety of pomegranates. Sister

company, Paramount Citrus, is the largest orange and lemon packing facility in North America, the majority of which come from its own orchards, and the largest grower of Clementine mandarin oranges in the United States.

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