



Wonderful®
PISTACHIOS

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ANGRY BIRDS GET CRACKIN'... AND CONSUMERS GET WINNIN'

Wonderful® Pistachios Taps Gaming Giant Rovio to Create First-Ever, Custom-Branded Angry Birds Game in the U.S.

Los Angeles (December 1, 2011) – Developed exclusively for Wonderful® Pistachios, the Angry Birds game phenomenon soars to new heights with the launch of “The Hunt for the Golden Pistachio,” the first-ever fully branded, custom Angry Birds game released in the U.S. Office productivity will likely take a nosedive, as the captive eight million+ users who already play the game online (optimized on Google Chrome browsers) can, for the first time, win one of 20,000 prizes totaling at a retail value of more than \$300,000 for doing what they love most – playing Angry Birds.

The “hunt” begins December 1 when consumers log on to www.getcrackin.com to play the game and win big prizes. The first two levels are open to players globally. Throughout the month of December, U.S. residents older than the age of 18 can earn prizes in levels three and higher by sharing aspects of the game on Facebook and Twitter or entering a “Get Crackin’” code found on specially marked bags of Wonderful® Pistachios. Once they enter the code, players will be able to find and crack open hidden in-game Golden Pistachios that may lead to real-life rewards. Prizes range from free pistachios and Angry Birds plush toys to \$25,000 cash. Players will have to act fast for their chance to win because on December 31, 2011, the opportunity to win big ends. After that, all levels of the game will be open to all players.

The custom game is part of a larger partnership between Wonderful® Pistachios and Angry Birds creator Rovio Entertainment, and represents the latest phase in the tremendously successful “Get Crackin’” campaign, where Angry Birds took center stage along with a nutty cast of other characters who show off how they crack open pistachios in the [iconic ad spots](#).

“The ubiquitous consumer adoption of Angry Birds and pistachios makes this partnership a natural fit,” said Marc Seguin, senior director of marketing, North America for Wonderful® Pistachios. “We’re excited to give consumers the snacks they crave with pistachios and feed the frenzy for new Angry Birds content with the launch of this game.”

How “The Hunt for the Golden Pistachio” works:

- **Levels 1–2:** After logging on to www.getcrackin.com, gamers can play the first two of five levels.
- **Levels 3–5:** To play for prizes, players over the age of 18 in the U.S. can obtain a “Get Crackin’” code, found on specially marked bags of Wonderful® Pistachios, and can also earn plays by sharing the game through social networks Twitter and Facebook.
- **Players will randomly see Golden Pistachios within levels 3–5;** if gamers successfully hit and crack open the pistachio, they may instantly win one of 20,000 prizes.

“We’re delighted to be working with Wonderful® Pistachios,” said Peter Vesterbacka, CMO of Rovio Entertainment. “We think our fans will get a kick out of cracking pistachios and playing their favorite game for the opportunity to win great prizes!”

The game, which will continue online after the promotion ends on December 31, 2011 also features custom backgrounds designed to capture iconic imagery for Wonderful® Pistachios. This includes the California orchards where the nuts are grown and harvested, the factories where they are processed and a “Pigskin Classic” football game where the pistachios are enjoyed. The game was developed in conjunction with Fire Station, an in-house advertising agency for Wonderful® Pistachios and took more than three months to develop.

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.getcrackin.com, www.facebook.com/wonderfulpistachios and www.twitter.com/getcrackin.

About Paramount Farms

Part of Roll Global LLC, 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.

About Angry Birds

Angry Birds from Rovio Entertainment has taken the gaming world by storm. Rovio launched Angry Birds in December 2009, Angry Birds Seasons in October 2010 and Angry Birds Rio in February 2011. Since their release, the games have achieved more than 500 million combined downloads across all platforms, and Rovio has expanded the franchise into merchandise, entertainment and book publishing. Most recently, Rovio launched the Moon Festival update for the game Angry Birds Seasons. The first Angry Birds print publication will also be available soon.

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