



Media Contact:

Steven Clark
310-966-3517
steven.clark@wonderful.com

FOR IMMEDIATE RELEASE

**WONDERFUL AGENCY TAPS
26-YEAR ADVERTISING VETERAN DARREN MORAN
AS CHIEF CREATIVE OFFICER**

Los Angeles, CA (April 3, 2017) – The Wonderful Company today announced that Darren Moran, Head of Innovation at Grey New York, is joining Wonderful Agency -- the company's in-house, full-service advertising and marketing agency -- as Chief Creative Officer, reporting to Agency President Michael Perdigao.

Effective May 1, Moran will direct the Agency's dynamic, award-winning creative team, serving as a thought leader and providing innovative solutions that will ensure Wonderful brands, products and programs continue to grow their leadership positions in the global marketplace. In leading Wonderful's creative team, he will oversee all traditional, digital and experiential advertising and marketing platforms. He will be charged with ensuring all business and strategic marketing objectives are being met proactively by conceiving and executing campaigns, concepts and strategies for company clients, including Wonderful Halos, POM Wonderful, Wonderful Pistachios, FIJI Water, JUSTIN & Landmark Wines, Teleflora, Wonderful Education and Wonderful Health & Wellness.

"Having Darren back at Wonderful is a real coup," said Perdigao. "His energy, enthusiasm and unbounded creativity were invaluable last year when he consulted for us as Acting CCO, particularly in developing our irreverently impactful Wonderful Halos campaign, 'Good Choice, Kid.' Darren is an incredible talent who, over the past 26 years, has earned his reputation as one of the best creative minds in the ad industry, and his innumerable talents will be put to good use as he helps us craft innovative, effective campaigns for our high-quality, healthy brands."

"Being able to come back to lead and support this amazing team working on such iconic brands is a once-in-a-lifetime opportunity," said Moran. "Wonderful products are fun, healthy and simple, so all the ingredients are there for big ideas, innovative storytelling, and new forms of brand entertainment and content."

-more-

Prior to joining Wonderful Agency, Moran was not only Head of Innovation for Grey, but also founder and creative lead of Grey Adventures, a global in-house incubator for developing revenue-generating tech, product and entertainment intellectual property for the agency and its clients. In addition, he oversaw the development of award-winning creative across a large group of brands, including Ally Financial, Canon and Haagen-Dazs.

From breakthrough ideas in VR, wearables, and interactive storytelling that Moran helped create while Chief Creative Officer of Havas North America, to the culture-driving, social media newsroom phenomenon he developed as CCO of FCB New York, he has always been a big ideas creative with a knack for generating innovative ways to tell a brand's story, particularly for clients such as Dos Equis, Oreo, Coca-Cola, Johnnie Walker, LG, Xerox, MTV and Burger King.

Moran started his career at BBDO, spent a dozen years as Global Executive Creative Director at Y&R, and, before joining Grey in 2016, headed up his own content creation studio, creating campaigns and brand experiences for KIND Bars, The New York Times and JPMorgan.

About The Wonderful Company

Headquartered in Los Angeles, The Wonderful Company is a privately held \$4 billion global company dedicated to harvesting health and happiness around the world through its iconic consumer brands. The company's 7,800 employees worldwide are dedicated to bringing consumers everywhere the freshest, most wholesome pistachios, almonds, citrus and pomegranates; bottling the finest water and wines; and creating colorful bouquets that are sure to touch the heart. This commitment is reflected in the company's market share: Wonderful Pistachios is America's No. 1 tree nut brand and one of the top-selling salty snacks; Wonderful Halos is the No. 1 mandarin orange in America; POM Wonderful is the No. 1 100% pomegranate brand in America; FIJI Water is America's No. 1 premium bottled water brand; Teleflora is the No. 1 floral delivery service through local florists; and JUSTIN Wine has the No. 1 Cabernet Sauvignon in California.

The Wonderful Company's connection to consumers has health at its heart and giving back in its DNA. The company has a long-standing commitment to corporate social responsibility, including more than \$120 million invested in environmental technologies and sustainability research, more than \$40 million in charitable giving and education initiatives in 2016 alone, \$30 million toward the construction of a new charter school campus in California's Central Valley, and innovative health and wellness programs for its employees, their families and surrounding communities.

To learn more about The Wonderful Company, its products and core values, visit www.wonderful.com.

-more-

About Wonderful Agency

Wonderful Agency is the in-house, full-service advertising and marketing agency at The Wonderful Company. Dedicated to creative excellence across all platforms (television, digital, print, outdoor, POS, mobile and social media), Wonderful Agency builds consumer awareness and relevance for all Wonderful Company brands. This is accomplished by creating effective and innovative campaigns that match the quality of the highest echelon of global firms, while offering an environment that is far more entrepreneurial and fast-paced than a traditional agency. Wonderful Agency is highly integrated in direct brand and product development decisions with company owners, business unit leadership, corporate communications, legal, strategy and other key stakeholders.
