



FOR IMMEDIATE RELEASE **FINAL**

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**WONDERFUL® PISTACHIOS CRACKS A TOP SPOT IN CHIP-DOMINATED
“SALTY SNACK” CATEGORY WITH ITS SECOND ANNUAL NUTTY BRAND CAMPAIGN**

***Headline-Making Commercials Generate 21 Percent Increase in Brand Sales Year-Over-Year;
Plans for Mid-Season Addition in Media Spending***

LOS ANGELES (February 1, 2011) – Consumers are cashing in their chips for nuts in response to the second annual Wonderful Pistachios “Get Crackin’” campaign. The Q4 2010 double-digit sales jump cemented the brand’s fourth-place position within the \$12 billion “salty snack” category traditionally dominated by chips.ⁱ After eight new television spots aired October through December 2010 in a \$20 million national advertising campaign, Paramount Farms’ Wonderful Pistachios brand experienced a 21 percent dollar sales leap on top of the company’s 233 percent increase one year ago.ⁱⁱ

The refreshed “Get Crackin’” advertising campaign - which officially launched during the fourth game of the 2010 World Series - expanded the humorous thematic of how everyone cracks open a pistachio in their own unique, light-hearted way. The newest cast of pop-culture figures included 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 success of “Get Crackin’” 2.0 and the record-breaking sales figures prove pistachios are not a one-nut wonder,” said Dominic Engels, vice president, global marketing, Paramount Farms. “Our sophomore campaign exceeded all of our expectations in terms of consumer impressions, overall category sales and most importantly, brand sales. The ‘salty snack’ figure simply confirms what we already knew - that consumers are exchanging chips and other nuts for pistachios....with demand projected to increase year-round.”

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To expand consumption of pistachios as a year-round snack, Wonderful Pistachios will crack the industry-advertising ritual once again. After being the first pistachio to be advertised on television in 2009, the brand will bring back a collection of the popular spots to television in May 2011. The projected \$5 million buy is an untraditional timing for salty nut promotions. Historically nut ads have generally been anchored to the winter holidays with festive entertaining contexts.

“Even though sporting events are in full swing throughout the summer, no other nut has taken advantage of television advertising during these social snacking occasions,” added Engels. “When fans stand for a seventh inning stretch, we want them to reach for a bag of pistachios instead of other salty snacks.”

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 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.

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ⁱ Data: Based on dollars per million ACV.

ⁱⁱ IRI Custom Database, FDMx: Data five weeks ending 12/19/10; Data 11 weeks ending 12/20/09.