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## IT'S PISTACHIO-PALOOZA! WONDERFUL PISTACHIOS CRACKS OPEN A NUTTY NEW "GET CRACKIN'" CAST

***The Village People, Frankenweenie, Secret Service and Brobee Join the "Get Crackin'" Family in the Campaign's Fourth Consecutive Year***

**LOS ANGELES (September 17, 2012)** – This year's Get Crackin' campaign leaves no nut uncracked. The first phase of the Wonderful Pistachios advertising campaign is sure to fire up conversation among audiences of all ages, with a nutty cast of characters that appeal to a variety of consumers.

Season four's "P-list" celebs include: 1970s disco phenomenon The Village People; Brobee, everybody's favorite little green monster and drummer from "Yo Gabba Gabba!"; Sparky and Victor from Tim Burton's animated monster movie "Frankenweenie" and a sexy Secret Service spoof that's going to have people talking. In addition to the four commercial spots, set to debut on September 17, five more commercials are coming later this fall featuring hot talent from the world of music, sports and social media/technology.

"We wanted to have an all-star cast of characters for the fourth Get Crackin' campaign, and with celebrities spanning music to kids' entertainment, we are sure to strike *green* with fans of all ages," said Mark Masten, vice president of global sales and marketing, Paramount Farms. "Our research shows that consumers enjoy eating and sharing pistachios with others, so we wanted to keep that spirit in mind when creating this year's Get Crackin' commercials. Just like pistachios, our ads are also tremendously social – and with close to 12 million views of our past commercials on YouTube, we wanted to be sure to create new spots that people want to see, and share."

The highly anticipated \$30 million campaign debuts September 17 during primetime favorites like "Survivor" and "X Factor Results." Another Wonderful Pistachios first includes a 3-D "Frankenweenie" spot that will run in movie theatres in the weeks leading up to the big screen release on October 5.

Now in its fourth season, the iconic Wonderful Pistachios Get Crackin' commercials highlight how every character cracks open a pistachio in their own unique way. This year's new crop of commercials includes:

- ***The Village People do it like macho men.*** This famous disco band has changed their tune from Y.M.C.A to C.R.A.C.K – as they crack their nuts "Studio 54" style.
- ***Brobee does it cuz they're yummy.*** This green, fuzzy star of "Yo Gabba Gabba!" knows how delicious pistachios are and can't stop singing about it.
- ***Victor and Sparky do it Franken-style.*** "It's alive!!!" We know what you are thinking and this time it is not Frankenstein, it's a pistachio! The newest characters from the Disney animated film "Frankenweenie" are shocking the shell off of their pistachio! Their spot premieres in 3-D in theaters – a "Get Crackin'" first.
- ***The Secret Service gets fired for doing it.*** Things get steamy this time around as the dresses are tighter, the heels are higher and Secret Service agents get themselves in the line of fire for pistachios.

**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 and are available in a variety of sizes. For more information about Wonderful Pistachios or the “Get Crackin’” campaign, visit [www.getcrackin.com](http://www.getcrackin.com), [www.facebook.com/wonderfulpistachios](https://www.facebook.com/wonderfulpistachios) and [www.twitter.com/getcrackin](https://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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