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WONDERFUL PISTACHIOS® HITS A GRAND SLAM WITH BASEBALL STADIUM CONCESSION STANDS

Brand to Score a Dozen Teams and 30 Million In-Stadium Consumer Impressions

LOS ANGELES (March 28, 2011) – On “Opening Day 2011™,” pistachios will be cracked open in a dozen baseball stadiums, giving fans of America’s favorite pastime a healthy alternative to their peanuts and Cracker Jacks®. Over the course of the season, Wonderful Pistachios® projects a “branding average” of 2-2.5 million in-stadium consumer impressions per team and sales of more than 100,000 bags of nuts. With stats like that, it may be the rookie snack of the season.

“Pistachios are the perfect snack for baseballs fans - not only do they keep your fingers busy during the game, they’re the lowest calorie, lowest fat nut in the league,” said Dominic Engels, vice president global marketing, Wonderful Pistachios. “With Wonderful Pistachios, you can snack more as you cheer on your team without the guilt and all the flavor.”

Wonderful Pistachios will be sold for home games of the San Diego Padres, Seattle Mariners, Milwaukee Brewers, Houston Astros, Boston Red Sox, and New York Mets. Individually created marketing and advertising programs will compliment concession sales at the Los Angeles Dodgers, Arizona Diamondbacks, Texas Rangers, Atlanta Braves, Cincinnati Reds, and the Philadelphia Phillies.

“Wonderful Pistachios has worked with individual stadiums and teams to deliver targeted programs that reach fans beyond the concession stands – from product sampling and in-stadium branding, to inclusion in fan-appreciation activities and cross-promotions with participating advertising retailers,” added Engels.

Opening Day 2011™ Statistics

Five games will be held on 2011 Opening Day on Thursday, March 31st, with the Milwaukee Brewers visiting the Cincinnati Reds; the Atlanta Braves visiting the Washington Nationals; the San Diego Padres visiting the St. Louis Cardinals; the Detroit Tigers visiting the New York Yankees; and the Los Angeles Angels of Anaheim visiting the Kansas City Royals. Eleven games, including 10 new series, are scheduled on Friday, April 1st and the first full slate of 15 games is scheduled for Saturday, April 2nd.

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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