

Wonderful® PISTACHIOS

HELP “DESTROY ERNIE’S EVIDENCE” WITH A WILD INTERACTIVE GAMING EXPERIENCE FEATURING WONDERFUL PISTACHIOS’S STAR, ERNIE THE ELEPHANT

With \$100,000 in Fabulous Prizes, Pistachio Fans Can Visit HelpErnie.com for their chance to win prizes such as a Jeep® Wrangler Rubicon, Coachella Tickets or an African Safari

Los Angeles, March 13, 2017 – Today, Wonderful® Pistachios, known for its iconic “Get Crackin’” ads, launched an interactive online game, “Destroy Ernie’s Evidence” featuring its biggest star, Ernie the Elephant. The pistachio-loving, computer-generated spokes-elephant made his debut last fall in the largest-ever “Get Crackin’” campaign, and entertained millions of football fans during Super Bowl LI. Now Ernie is unveiling a series of fun games that challenge pistachio fans to crack open the mystery of his quasi-memorable night of mischief.

“Destroy Ernie’s Evidence” offers pistachio lovers the chance to cover up Ernie’s shenanigans after his wild party with the Squirrel Sisters was captured on camera. After awakening and discovering that the SD card with all the embarrassing footage is gone, Ernie may be missing more than just his dignity. He’ll do whatever it takes to destroy the incriminating evidence before anyone sees it.

In a series of online games released every two weeks on HelpErnie.com, fans can get crackin’ on the case and win valuable prizes along the way. Follow Ernie through eight of his TV commercial locations while he tracks down the Squirrel Sisters and the infamous video. Players can explore interactive environments, hunt for clues to find the missing video footage, and enter for a chance to win prizes until the video is finally recovered and the grand prize claimed. The game can be played now through June 30, 2017. All prizes will be awarded after the sweepstakes ends.

“From partying with the Squirrel Sisters to inadvertently trashing a treadmill on Super Bowl Sunday, Ernie the Elephant has won the hearts of pistachio lovers everywhere with his larger-than-life personality,” said Michael Perdigao, president, Wonderful Agency. “Now fans can fully engage with Ernie by joining him on a journey to uncover what actually happened on his wild night through this one-of-a-kind interactive gaming experience.”

Adam Cooper, vice president of marketing, Wonderful Pistachios, added, “Ernie’s influence has already led to pistachios’ sales volume increasing by more than 35 percent. Whether you are throwing an Ernie-sized party to watch your favorite sport or playing our ‘Destroy Ernie’s Evidence’ game, Wonderful Pistachios is the smart snack to satisfy your cravings without compromising your healthy eating goals.”

With more than \$100,000 in prizes up for grabs, including the ultimate Jeep® Wrangler Rubicon grand prize, the mission to find Ernie's SD card tainted with the damning footage just got real. One lucky winner will have the chance to bring three of their friends to the hottest party in the desert with four Coachella Music Festival VIP passes while two winners will receive \$10,000 to throw their own scandalous party. Two lucky gamers can also follow Ernie's lead and party all night with \$5,000 in credit from StubHub to attend sports, concerts or theatre events, and two winners can visit their dream destination with a \$5,000 Airbnb credit. Ten hardcore gamers can continue their adventure with a Nintendo Switch console and five launch games. Lastly, one lucky winner will get to experience Ernie's homeland in person with a trip for two to Kenya, Africa, for five days including roundtrip airfare, lodging and meals while exploring Masai Mara, Lake Nakuru and Amboseli National Park. Whatever your interest, Ernie is willing to offer ANYTHING to destroy his evidence.

For more information on Wonderful Pistachios, the "Get Crackin'" campaign, or to view current and past commercial spots, please visit GetCrackin.com or Facebook at Facebook.com/WonderfulPistachios.

Wonderful Pistachios & Almonds

Wonderful Pistachios & Almonds is the world's largest vertically integrated pistachio and almond grower and processor. Located in California's fertile San Joaquin Valley, Wonderful Pistachios & Almonds owns, cultivates and harvests more than 65,000 acres of pistachio and almond orchards. Our world-class operation supplies both industrial and retail customers, offering high-quality, consistent supply and adherence to rigorous food safety standards. Our nuts can be found in stores nationwide under the flagship retail brands of Wonderful Pistachios® and Wonderful Almonds®.

Wonderful Pistachios & Almonds is part of The Wonderful Company, a privately held \$4 billion company, which also has other No. 1 brands such as Wonderful Halos, FIJI Water, POM Wonderful, JUSTIN Wine, and Teleflora. To learn more about The Wonderful Company, visit www.wonderful.com, or follow us on [Facebook](https://Facebook.com/WonderfulCompany), [Twitter](https://Twitter.com/WonderfulCompany) and [Instagram](https://Instagram.com/WonderfulCompany).