

NEWS RELEASE

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BLOCK & DeCORSO WINS FOR “BEST PACKAGE DESIGN”

AT NJ AD CLUB 2009 AWARDS

VERONA, NJ – June 2009 – At the 41st New Jersey Ad Club Awards Dinner held May 28th at The Chart House in Weehawken, Block & DeCorso, Verona, won the coveted first place award in the “Package Design Campaign” category. The award was presented to Block & DeCorso for the redesign of packaging for Pompeian olive oils.

The packaging redesign was part of a rebranding of the entire Pompeian line of olive oils, vinegars and cooking wines to generate stronger shelf appeal and lift sales to an even higher level than the century old importer already has achieved.

Hundreds of entries from fields as diverse as food & beverage and electronics are received each year by the New Jersey Ad Club and the top three are given recognition in their category at the awards dinner

In accepting the award, Bill DeCorso, President of Block & DeCorso, stated, “The project was a major challenge due to the broad line of Pompeian products that need to stand out individually on the shelf. We are delighted to win such a prestigious award, but are even more proud to learn of the acceptance by both the trade and consumers.”

Block & DeCorso has been building strong brands since 1968. As a full-service agency, the firm develops integrated marketing communications programs, spanning both trade and consumer media, for national and regional accounts. The firm has extensive experience in food and beverage, home products, financial, healthcare, and education industries. Block & DeCorso is located at 3 Claridge Drive in Verona, New Jersey, 973-857-3900; fax 973-857-4041; or visit www.blockdecorso.com.

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