



For Immediate Release
Contact: Lesley Miller

October 7, 2007
916-960-2905

**CONSUMER EFFECTS INTERNATIONAL LEADS THE INDUSTRY IN EFFECTIVELY
COMMUNICATING TO TODAY'S CONSUMER**

Sacramento, CA – Retailers and suppliers alike have been asking themselves, how do we engage today's customers since traditional consumer communication seem no longer as effective as it once was? Consumer Effects International (CEI), a premier consumer marketing agency specializing in driving consumption within the produce department, has made it their business to effectively engage the ever changing and evolving shopper by strategically developing new ways to drive brand loyalty and increase marketing ROI for their retailer and supplier partners.

"As people are given more choices, they shop differently. It's become more important to execute at the store level," said Steve Lutz, executive vice president of The Perishables Group, an independent consulting firm focused on creating value for clients in the fresh food industry.

Offering an extensive knowledge base in retail marketing, brand development, merchandising, supply sell-through and media relations, CEI focuses on an integrated marketing approach that reaches the consumer at multiple touch points. By building a relationship between the buyer, retailer and products, CEI's approach has lead to measurable and significant sales increases for retailers and suppliers.

"At CEI, we cover all angles of retail specific campaigns— from business development strategy to customized in-store promotional programs supported by point-of-sale marketing tools," said Stacey Larson, President of Consumer Effects. "Our job is to grab the attention of the consumer and invite them to interact with the retailer and product."

In partnership with several major retailer partners, CEI has developed many successful campaigns including Pink Ribbon Produce, Make the Most of Your Produce and Good-to-Grow.

Pink Ribbon Produce is a cause-marketing campaign created to raise more attention about eating fruits and vegetables as a way to lower the risk of developing breast cancer. In October 2006, its first year, Pink Ribbon Produce not only raised more than \$85,000 for Susan G. Komen for the Cure but drove more traffic and sales within the produce department of its participating retailer partners. The Pink Ribbon Produce campaign continues to prove successful and is currently running in major grocery retailers this month.

The “Make the Most of Your Produce” campaign, developed for one of the nation’s largest grocery retailers, focuses on educating consumers on the proper selection, use, handling and preparation of produce, while creating hands-on experiences at the store level through cooking events, in-store events, signage and multimedia. Success for this program has been measured with year-to-year sales continuing to grow and support each of the categories participating in this program.

Good-to-Grow, in its fifth year, is a nationwide program which focuses on encouraging children to eat more fruits and vegetables. This year, Consumer Effects International partnered with the Discovery Kids Channel, to incorporate Paz the Penguin and Hip Hop Harry characters on POS materials, kids cooking and activity books. Other marketing tools included an outreach to 15,000 childcare facilities providing teaching tools and tips on how to get pre-school age children to eat more fruit and veggie, online resources for parents and teachers, and in-store events. Each year, Good-to-Grow shows growth in consumer outreach, with thousands of requests for the activity book outside of the 1.2 million distributed through the stores, as well as incremental sales lifts for participating suppliers ranging from 10% to 40%.

In addition to retail specific campaigns, this year CEI partnered with the Chilean Avocados Importers Association (CAIA), to form custom in-store marketing programs. Throughout the fall and winter months, CAIA offers three themed promotions, including Tailgate, Ghoulish Guacamole and a Health Promotion with attention-getting 11 x 7 inch POS signs including recipe tear pads. Although the program is currently in mid-season and incremental lifts have not been measured yet, initial feedback indicates that this year will end with excellent results.

“We chose to partner with Consumer Effects International because of their extensive retail marketing experience to consumers,” explained Maggie Bezart, Marketing Director for Chilean Avocados Importers Association (CAIA). “The account management structure at CEI allows for

a very quick turnaround time with everything done efficiently and creatively for our marketing and merchandising team. They are a 'go-to, please the customer' agency. ”

For more information on Consumer Effects International, please visit

www.consumereffects.com.

#