

BARD ADVERTISING LAUNCHES THE “WHO DO YOU KNOW WHO’S GOLD’N GOOD VIDEO CONTEST AND SWEEPSTAKES”

EDINA, MN—May, 2010—Do you know someone that gives their time and energy, and really makes a difference? Does what’s right, but not always what is easy? To create community involvement and drive charitable giving, BARD Advertising is launching its newest campaign for Gold’n Plump® Chicken, “Who Do You Know Who’s Gold’n Good Video Contest and Sweepstakes.”

Beginning June 1, Gold’n Plump Chicken is asking everyone to nominate individuals, organizations or communities who deserve a little recognition or in other words, who they feel are Gold’n Good.

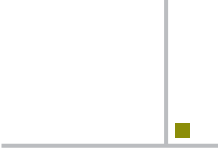
To enter, just upload a video at goldnplump.com. Videos will be judged based on inspirational impact of nominee (1/3); message clarity and relevance (1/3) and production quality and creativity (1/3). In the event of a tie between any two qualifying Videos, the qualifying Video with the highest score in the inspirational impact of nominee criteria will be the winner.

Prizes include:

- 1st Prize:** \$10,000 to charity of choice, \$2,000 to the person who enters and \$3,000 to the nominee
- 2nd Prize:** \$5,000 to charity of choice, \$1,000 to the person who enters and \$1,500 to the nominee
- 3rd Prize:** \$2,500 to charity of choice

To drive Gold’n Plump Chicken sales and traffic to goldnplump.com to view the uploaded videos, BARD layered the program with a sweepstakes where consumers have the opportunity to win one of the following prizes:

- Grand Prize package choices are:** Kitchen Appliance Makeover Package, Home Electronics Makeover Package or Food Lover’s Vacation Package (ARV \$10,000)
- Weekly Prize:** 5—\$10 Gold’n Plump Chicken Coupons



To increase participation and excitement, consumers can go online daily to star their favorite video. Consumers receive additional stars by entering into the sweepstakes.

“Who Do You Know Who’s Gold’n Good Video Contest and Sweepstakes” runs from June 1st through August 31st, 2010 and is promoted in-store, with on-pack stickers attached to select packages of Gold’n Plump Chicken. Each sticker contains information about the contest and sweepstakes. Dangers and header cards will be placed in the poultry section of the meat department to introduce the event and stimulate sales at point of purchase.

ABOUT BARD ADVERTISING

BARD Advertising is a Marketing Communications Agency that conceives, develops and produces regional and national consumer product programs that utilize strategic, theme-driven elements to successfully promote sales at store level. They are experts at connecting the dots, meticulous at developing details and specialists at designing smart, succinct marketing messages and materials that drive results.

For more information regarding the “Who Do You Know Who’s Gold’n Good Video Contest and Sweepstakes” or BARD Advertising, call 952.345.8000.