

BARD'S CLIENT LAND O'LAKES WINS NFRA GOLDEN PENGUIN AWARD

Minneapolis, MN—September 2007—The National Frozen & Refrigerated Foods Association (NFRA) recently held its Golden Penguin Awards Competition to recognize the best merchandising efforts for the 5th annual June Dairy Month promotion. A tie-in with Sony Animations' movie, Surf's Up, encouraged consumers to Catch the Cool Wave in the dairy aisles.

NFRA has honored Land O'Lakes with a coveted Gold Penguin Award. Winners were selected from across the country in 12 different retail categories. Land O'Lakes has won a Gold Penguin Award in the Retail Manufacturer category all 5 years the contest has run. BARD supported Land O'Lakes efforts by including NFRA's required POS elements into compelling Land O'Lakes brand awareness POS materials for this event.

NFRA offered many promotional resources including themed point of sale materials incorporating the Surf's Up characters. The industry was also encouraged to promote the new Cool•Tasty•Wholesome—Refrigerated Foods logo and direct consumers to the www.EasyHomeMeals.com website to enter the \$7,500 Catch the Cool Wave Sweepstakes.

NFRA is a non-profit trade association representing all segments of the frozen and refrigerated foods industry. Headquartered in Harrisburg, PA, NFRA is the sponsor of March National Frozen Food Month, June Dairy Month, June/July Ice Cream & Novelties promotion and October Frozen Food Festival. NFRA holds the annual National Frozen & Refrigerated Foods Convention in October.

ABOUT BARD ADVERTISING

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!