

HUNTER

PUBLIC RELATIONS

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CLIENT LIST

For media inquiries, guest bookings or product samples, please call (212) 679-6600 or email info@hunterpr.com.

CLIENTS

Altoids

Balance Bar

Campbell's Soup
Campbell's Select Gold Label Soup

Cold Stone Creamery

Eclipse

Fruit₂O

Idahoan Foods

Jell-O Gelatin and Sugar Free Jell-O

Kool-Aid

McCormick Spices
(McCormick & Company, Inc.)

Morningstar Farms

Mrs. T's Pierogies

Swanson Broth

Tabasco Pepper Sauce
(McIlhenny Company)

Town House Toppers

Yuban Coffee

Ballatore Sparkling Wine

Barefoot

Frut zia

Redwood Creek

Tequila Don Julio

Turning Leaf

STORY ANGLES

Power mints, gums and sours (Introducing tropical and exotic mango sours) • Emerging contemporary artists and designers • Filmmakers/independent cinema • Celebrity accessory • Bridal gifts (Love Tin)

Personal nutrition • Balancing your life • Financial support for individuals/teams and community groups who passionately pursue activities that enrich their lives

Family-friendly meals • Quick meals • Iconic "Americana" brand
• Super premium ready-to-serve soups • Dining In Guide with tips from celebrity chefs

Seasonal and innovative ice cream flavors • Ice cream cakes • Ice cream-based recipes
• Partnership with Make-A-Wish Foundation • Super premium light ice cream • Gift cards

The ultimate solution for fighting bad breath • Gum and mint category • Big-E (contains 60 pieces of gum, perfect to sit in a car cup holder or on your desk at work) • Zagat/Eclipse produced restaurant guide, *The Dare to Dine Guide* (The top 100 restaurants nationwide with inventive menus, bold cuisines & fusion dining)

Flavored water • Sugar-free/no-carb • Hydration

100-percent Idaho Potatoes • Chef's Best Taste Award • Semi-homemade recipes

Iconic "Americana" brand • Museum in LeRoy, NY • Recipes for all occasions and holidays
• Official state snack of Utah • "Jell-O Week" every February • Low calorie/no carb snack

Kool-Aid museum in Hastings, Nebraska (birthplace of Kool-Aid) • History of Kool-Aid Man
• Iconic "Americana" brand • Color-change beverages • New flavors

Flavor Forecast • Food, flavor trends • Recipes • Old Bay Seasoning • Chefs and culinary experts
• Grill Mates products • A Taste for Health (Healthy, flavorful eating tips and recipes)
• OceanWise - Making smart seafood choices

Vegetarian food products for all meal occasions • Better Burger Challenge (online recipe contest)
• The Good Food for a Good Cause Grant Program

Pierogy recipes • Pierogy consumption

Cooking with broth • Regional up-and-coming chefs • Organic products • Chef-inspired recipes

Spicy food trends and recipes • New Sweet & Spicy Pepper Sauce • Cajun food/history • Community cookbooks
• Firehouse cooks • Avery Island, LA as tourist destination • Iconic "Americana" brand

First and only cracker designed with a raised edge and crispy texture to help toppings stay put
• Chef-inspired recipes • Holiday entertaining

Rainforest Alliance Certified • New Dark Roast blend

Gran Spumante and Rosso Spumante • "Lovely Bubbly" sparkling wine cocktails (drink recipes, images and food pairings)

Fun, flavorful and affordable wines • Three product lines: Barefoot (\$6), Barefoot Bubbly (\$9) and Barefoot Reserve (\$16) • One of the fastest growing wines in the country • New Pinot Grigio in June 2006
• Winemaker (Jennifer Wall) • Barefoot sponsors Association of Volleyball Players (AVP)

Fruit flavored wines • Two new flavors: Passion and Tropical Blend • Low alcohol content

Perfect wine to enjoy in the great outdoors • Winemaker (Cal Dennison) • Off the Eaten Path (Exotic food and wine pairings, The Explorers Club) • Pinot Noir offering at an attractive price

#1 ultra-premium tequila in Mexico • Portfolio of authentic, hand-crafted 100% blue agave tequilas (Blanco, Reposado, A ejo, Don Julio 1942 and Don Julio Real) • Contemporary and classic tequila cocktails and specialty margaritas • Mexico's vibrant cultural scene; music, art, design, film and cuisine

Elegant wines at affordable prices that help transform any occasion • "Leafscapes" do-it-yourself urban garden ideas • Seasonal garden fare with wine pairings (over)

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HOME

Filtrete Furnace Filters from 3M	Indoor air quality • Asthma/Allergies • Home winterizing tips • Spring cleaning
Lifetime Products	Lifetime Tables: Tailgate of a Lifetime Annual Event: Search for "America's Ultimate Tailgater" • World's leading manufacturer of folding tables & chairs • Outdoor Storage Sheds: Organization and storage solutions • America's Messiest Garage Contest
New York Clothing Bank (Pro-bono)	Non-profit organization providing new (including designer) clothes for the needy
Post-it Picture Paper from 3M	Post-it Picture Paper to print digital photographs • Tips on how to take great family photos • Photographer, Jay Forman • Lifestyle Expert, Julie Edelman
Post-it Sortable Cards	Organizing tool • Project planning • Organizing your life expert, Ronni Eisenberg
Post-it for Kids	Early education and creative products for parents and teachers • School supplies
Designer Post-it Dispenser Inserts	Desk accessories • New designs
Scotch-Blue Painter's Tapes from 3M	Painting and home decorating tips • New tapes for corners and hinges (accessories to help alleviate painting problems)
Command Adhesive from 3M	Organizing your home and office • New high-end designer metal hooks • Picture hanging strips
Scotch Transparent Tapes from 3M	Scotch cutting blade for gift wrapping, cutting coupons, etc. • Scotch gift wrapping paper • Gift wrapping tips • Annual contest to determine America's "most gifted" wrapper
Super 77 Multipurpose Adhesive from 3M	Tips on using spray adhesives for crafting, decorating and home improvement projects • Do-It-Yourself and home improvement expert, Evan Farmer
3M Window Films	Clear window films to enhance comfort and protect furniture from fading • Prestige Series (new) clear window films to enhance comfort, lower energy costs and protect furniture from fading • Safety and Security Films • Hurricane protection • UV Protection Films • Skin Cancer Foundation "Seal of Recommendation"
O-Cedar Cleaning Products	Vileda by O-Cedar • Spring cleaning • Survey statistics on cleaning • New products • Mops, brooms, gloves and brushes • The Healthy Housekeeper, Laura Dellutri
T-fal	Recognized leader in cookware and small cooking appliances • Innovations in non-stick cookware
Crest SpinBrush	Oral care • New products
Dana Classic Fragrances (Love's Baby Soft, Canoe, Chantilly, Navy, Tabu, English Leather, Heaven Scent, Secrets)	75th Anniversary of Tabu in 2006
Ultrathon Insect Repellent from 3M	DEET-based insect repellent family of products: lotion, aerosol and pump • Protection against insect-borne diseases
Hasbro	Games: Monopoly: Here & Now Edition • Trivial Pursuit Totally 80's • Twister Dance DVD Boys division: Attacktix • G.I. Joe • Titanium • Transformers • Spider-Man, Marvel • Star Wars Toys Girls division: FurReal Friends including Butterscotch, a plush and fully animated life-size miniature Shetland pony • Cuddle Chimp • Jungle Cats
Wizards of the Coast	Role-playing games and trading card games trends/experts • Dungeons and Dragons • Star Wars Miniatures
Computer Privacy Filters from 3M	Business travel privacy and security • Business Travelers Privacy Survey • Technology etiquette in public spaces
Vikuiti Display Enhancement from 3M	Clearinghouse on information for HDTV and LCD television technology
NetBank	Trend story: Internet-based banks • 10th anniversary of Internet-based banks • Banking habits of college students

HEALTH & BEAUTY

TOYS/GAMES

TECHNOLOGY

PERSONAL
FINANCE