



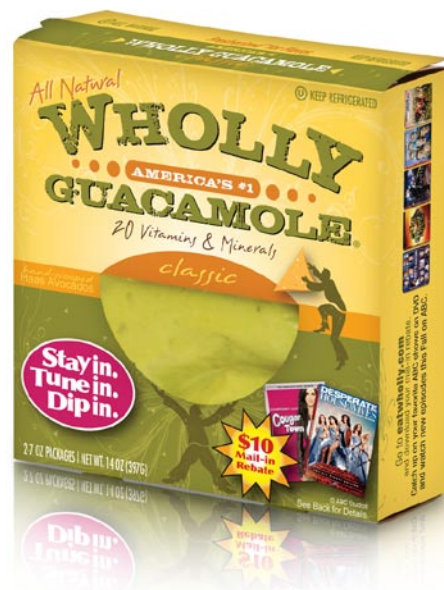
## A First for Refrigerated Fresh Produce, Wholly Guacamole and ABC Television Network Present \$10 Rebate Offer

-ABC/Wholly Rebate via purchase of Wholly Guacamole and ABC TV on DVD thru October 31, 2010-

FORT WORTH, TX (August 24, 2010) Grocery produce aisles are destination points for today's health-conscious perimeter shoppers, but are rarely hunted for consumer promotions—until now.

Now appearing in produce aisles nationwide, Wholly Guacamole and ABC TV on DVD proudly present “**Stay In, Tune In, Dip In**” a \$10 rebate offer focusing on “a night-in” with fun, healthy food and top television entertainment from ABC TV on DVD. For consumers, the “**Stay In, Tune In, Dip In**” promotion pairs a casual night of watching your favorite ABC shows with America's top selling guacamole snack dip for the perfect combination of all-natural food, great entertainment and a cash-back reward.

From August-October 31, 2010 boxes of Wholly Guacamole Classic will sport the \$10 ABC TV on DVD rebate design. Consumers who purchase a box of Wholly Guacamole and one of the ABC TV on DVD titles included in the promotion are eligible to receive the \$10 rebate, valid through November 30, 2010. For details including the mail-in-rebate form, address and instructions to mail for redemption from ABC visit [eatwholly.com](http://eatwholly.com).



ABC TV on DVD titles offered in the purchase/rebate promotion include: Cougar Town Season 1, Desperate Housewives Season 6, FlashForward: The Complete Series, Brothers & Sisters Season 4, Castle Season 2, Grey's Anatomy Season 6, Scrubs: The Final Season, LOST: The Final Season and Private Practice Season 3.

Wholly Guacamole Classic retails \$2-\$5 per pack and can be found on the fresh produce refrigerated shelves or fresh deli sections of grocery stores nationally. Click the “*where to find us*” on [www.eatwholly.com](http://www.eatwholly.com) to locate a store.

“Consumers are looking for value-added promotions in today's economy,” states Tracey Altman, Vice President of Marketing at Wholly Guacamole. “By offering top ABC entertainment, easy-to-serve food and cash back, we hope to send a message to consumers that buying produce can also be exciting,” adds Altman.

Consumer offers and rebates are familiar to cereals, bags of chips and soda cans but unexpected in the produce section. As a leading dip in the healthiest section of any grocery store, Wholly strives to inspire consumers that buying healthy food can be fun too states the Nielsen-top-ranked, Wholly Guacamole. Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation.

[Fresherizedfoods.com](http://Fresherizedfoods.com)

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