



WHOLLY TRIPLE PLAY—GUACAMOLE, SALSA, AND NEW QUESO—

WHOLLY NAMED AN OFFICIAL SPONSOR OF THE NEW YORK YANKEES

—Partnership Extends from Yankee Stadium to Regional Retail Locations—

(FORT WORTH, Texas) APRIL 13, 2010 – Baseball season launches with dips being added to the Yankee Stadium lineup. Wholly, maker of America’s top-selling guacamole, makes a triple play with the New York Yankees, as Wholly becomes the “Official Guacamole, Salsa, and Queso partner of the team.”

The sponsorship at Yankee Stadium extends through the 2012 season. It features a promotional day and product exposure focusing on nutrition and freshness, as all-natural Wholly Guacamole, Wholly Salsa and NEW Wholly Queso will be available at select concession carts.

In addition, during the 2010 Major League Baseball season, traditional Wholly retail packaging will be replaced with limited-edition boxes sporting both the New York Yankees logo and pinstripes (“Pinstripe Package”). Beginning in April, the co-branded packaging will be sold exclusively in New York, Connecticut and New Jersey to boost fan participation with the “home snacking” and entertaining crowd. Wholly Pinstripe Packages can be found in area grocery refrigerated produce sections and retail from \$2-\$5.

“As the top-selling guacamole in America, it makes sense for Wholly to be working with the top baseball team in America, the New York Yankees, with programs to enhance the customer experience from Yankee Stadium to home,” said Tracey Altman, Vice President, Marketing of Fresherized Foods, maker of Wholly Guacamole. “This partnership is an exciting extension of a fan-based customer experience, allowing us to upgrade the traditional ‘stadium nacho’ experience with the fresh taste of Wholly and build in a tremendous foundation of loyal baseball fans shared by the Yankees.”

The Wholly Pinstripe Package exudes passion at the retail level and connects a fan base from the Stadium to retail. In addition to enhancing product offerings at select concession areas and a Stadium promotional day, Wholly Guacamole will also receive branding exposure via: radio, baseline rotating signage, in *Yankees Magazine*, and on high-definition televisions.

“We are very excited to begin our new relationship with Wholly Guacamole,” Michael J. Tusiani, Yankees Senior Vice President of Corporate Sales & Sponsorships. “Partnering with this industry leader allows us to expose all Yankees’ fans to their salsa, queso and guacamole products - both in Yankee Stadium and at retail locations within the tri-state area.

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