

StarKist® Pledges \$100,000 to Support the Wounded Warrior Project®

New “Outdoors” StarKist Tuna Creations® Pouch Features Camouflage-inspired Design and Hits Grocery Shelves in Honor Our Nation’s Heroes

PITTSBURGH, PA – September 16, 2014 – StarKist® is proud to announce it is joining forces with Wounded Warrior Project® (WWP) by pledging \$100,000 in support of the non-profit organization’s mission to honor and empower our nation’s wounded veterans. To commemorate the partnership and rally grocery shoppers to support the national movement, StarKist will be introducing an “Outdoors” Tuna Creations® Pouch in a camouflage-inspired design.

“Our country’s service members play an important and continuing role in America’s history and StarKist is honored to join forces with Wounded Warrior Project® to foster support and encouragement for these courageous men and women,” said Frank Pogue, Vice President, Marketing and Innovation, Corporate Affairs, StarKist Co.

Beginning in October, 2014 throughout 2015, consumers can find the WWP seal alongside the camouflage-designed StarKist Outdoors Pouches at select grocery retailers nationwide. The celebratory pouches feature the same Lemon Pepper and Sweet & Spicy Tuna Creations pre-seasoned tuna flavors already offered by StarKist but in a larger 4.5 oz. commemorative flavor fresh pouch at a suggested retail price of \$2.49 per pouch. The “Outdoors” pouch, along with the entire line of StarKist Tuna Creations®, provide an on-the-go and delicious source of lean protein and heart-healthy omega-3 fatty acids, with no draining or mixing required.

“This is a relationship that makes complete sense. StarKist’s support of the veteran community is long-standing,” said Brea Kratzert, director of strategic partnerships for Wounded Warrior Project. “We are grateful for their generosity and that they are now standing firmly behind the mission of Wounded Warrior Project. Their support helps fuel the 20 life-saving programs we provide to injured service members and their families.”

StarKist has also signed on to participate in the 2014 Wounded Warrior Project® Believe in Heroes® campaign that calls on Americans to show their appreciation for this generation of veterans through the simple act of everyday grocery shopping. In honor of the partnership, StarKist will offer consumers a coupon for a \$1 off any two StarKist Tuna Pouch products in a special Believe in Heroes free-standing insert, which will be circulated to 53 million households nationwide in newspapers, on Sunday, November 2, 2014. The coupon will be available for download online in both English and Spanish through the end of November at wwpbelieve.org.

The partnership is a complement to StarKist's long-standing history of supporting America's troops through the brand's Tuna for Soldiers program. "We take great pride in providing our nation's troops a taste of home by including the same Tuna Creations Pouches available on grocery and pantry shelves in military care packages and meal kits issued domestically and overseas," adds Pogue. Over the past decade, StarKist® has provided tuna pouches for all military meals and has donated thousands of dollars of product to the nation's service members while on active duty around the world.

About StarKist

StarKist Co. is a leading producer, distributor and marketer of shelf-stable seafood products in the United States. A category leader in innovation, StarKist® was the first brand to introduce the StarKist Flavor Fresh Pouch®; StarKist Tuna Creations®, a line of lightly seasoned tuna; and, a dolphin-safe policy. As America's favorite tuna, StarKist represents a tradition of quality, innovation and consumer trust and is well known for its charismatic brand icon, Charlie® the Tuna, who swam into the hearts of tuna fans in 1961 and is still a fan favorite today. StarKist Co. is a subsidiary of the Dongwon Group.

About Wounded Warrior Project®

Founded in 2003, [Wounded Warrior Project](http://woundedwarriorproject.org) was created to honor and empower service members returning from post-9/11 conflicts who suffer from both visible and invisible wounds of war. The purpose of Wounded Warrior Project is to raise awareness and enlist the public's aid for the needs of injured service members; to help injured service members aid and assist each other; and to provide unique, direct programs and services to meet the needs of injured service members. For more information, visit woundedwarriorproject.org.

About Acosta Sales & Marketing

Acosta is the sales and marketing powerhouse behind most of the trusted brands seen in stores every day. The company provides a range of outsourced sales, marketing and retail merchandising services throughout the U.S. and Canada. For

more than 85 years, Acosta has led the industry in helping consumer packaged goods companies move products off shelves and into shoppers' baskets. For more information, visit www.acosta.com.

###

Contacts:

Michelle Faist, StarKist, 412-323-7457, michelle.faist@starkist.com

Ashley Dodd, Coburn Communication, 212-536-9835, Ashley.Dodd@Coburnww.com