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CUTIES® CALIFORNIA MANDARINS AND CLEMENTINES KICKS IT UP A NOTCH ON THE PRODUCE PLAYING FIELD

Cuties Harvests \$7 Million in Expanded Soccer Sponsorships, Olympic Soccer Spokes-Mom, Non-profit Partnership, Redesigned Web Site and Advertising

ANAHEIM, Calif. (October 3, 2009) – *Goooooaaaaaa!* Cuties® announced today at the annual Produce Marketer’s Association that it has signed on the ultimate soccer mom as its spokes-mom and a non-profit partnership mentoring moms about her role as a “Second-Goal” Parent™. Olympic gold medalist, World Cup Champion and mom of three Joy Fawcett will captain the “Cuties Ultimate Soccer Mom Search” to celebrate and mentor soccer moms with help from Positive Coaching Alliance (PCA). Combined with soccer sponsorship expansion into Texas, a community-based Web site launch and targeted advertising, Cuties aims to up the game to get on moms’ regular shopping lists this season.

“Both Joy and Cuties are native to California – so the partnership is natural and sweet, like our fruit,” said Ashley Martorana, Director of Marketing for Paramount Citrus. “Joy is a role model, soccer player AND mom... with three Olympic medals to complement her three daughters. We can’t imagine a better spokes-mom who can speak from the heart, from the field and from the mom’s shopping list.”

“Cuties Ultimate Soccer Mom Search” will activate grass-roots street teams at more than 80 soccer tournaments to spot moms who take cheering to a whole new league. These moms will be entered into a sweepstakes to win \$5,000 and an “ultimate” soccer clinic for the team with Fawcett. At select stops throughout the tour, Fawcett will join the Cuties street teams to lead mini clinics, sign autographs and chat with moms. She will coach moms about the power of “Second-Goal” parenting developed by PCA, which focuses on a child’s character development while letting the coaches, and athletes focus on the end-goal of winning on the scoreboard.

“As an athlete, professional and maternal coach, I know the importance of healthy eating and snacking,” said Fawcett. “Cuties are more than just a brand I support – it’s a brand I have on my personal shopping list and in my soccer snack bag for weekend tournaments.”

Often referred to by industry peers and media alike as “the” ultimate soccer mom, Fawcett seamlessly maintained a record-breaking soccer career while raising three girls – today ages 15, 12 and eight. Her unprecedented soccer career culminated this August with her induction into the National Soccer Hall of Fame. She currently runs the Saddleback United Soccer Club with her husband in Orange County, California.

“Joy has been an advocate of Positive Coaching Alliance for years...while naturally being a role model mother, teammate and coach,” said Jim Thompson, PCA founder and author of books such as *Positive Sports Parenting*. “Together with Joy, Cuties and Positive Coaching Alliance will be bringing moms more than simply sweet healthy snacks, but rich food for thought about how to extend the life lessons sports can teach beyond the soccer field.”

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A continued sponsor of American Youth Soccer Organization (AYSO) and Soccer Youth Road Trip, Cuties will expand into the Texas soccer community – along with its sales expansion in the market – with the new sponsorship of U.S. Youth Soccer. As a popular and naturally sweet snack at these tournaments and events, the Cuties street teams will create an on-site experience that includes product sampling, games and contests with prizes that will ensure the brand is top-of-mind long after the events are over. Throughout the season, Cuties will increase its soccer mom consumer touchpoints by 15 percent.

The “Cuties Ultimate Soccer Mom Search” will be promoted through local and national public relations, personal appearances by Fawcett, social media outreach, and blogs and videos on CutiesCitrus.com. The celebratory campaign will be combined with complementary coaching materials from PCA and chances to win two of Thompson’s recent books *The Double-Goal Coach* and *The High-School Sports Parent: Developing Triple-Impact Competitors*.

Beyond the Field and onto Mom’s Shopping List

Mandarins, with the help of Cuties, are leading the growth in the citrus category. According to Nielsen Fresh Facts, the mandarin segment of the fresh citrus category has grown 28 percent in dollar sales over the last three years, driven by the Cuties brand that is up 135 percent during this same time.

Cuties will continue its coupon program this year with three FSIs and two In-Pack Coupons. Additionally Cuties will continue with the in-store displays, in-pack kids activity and new stickers. Finally, online banner ads and print advertisements will continue promoting Cuties fight against less healthy snacks.

As Cuties grows its reach in Chicago and the Midwest, a full calendar of events, advertisements and a partnership with School Family Media and the Parent Teacher Organization (PTO) will reach new markets and moms.

Cuties “Clicks” with the Online Community

As moms look to the Internet for connection as much as information, CutiesCitrus.com will get a social media makeover. Relaunching on November 1, the site will engage moms as well as kids with activities for both. For mom, there will be a blog, video vignettes on positive coaching and snacking from Fawcett and Thompson, a direct-to-consumer couponing program and links to Facebook, Twitter and Flickr. For kids, there will be video “Soccer Click-it Clinics” with Fawcett, new games and downloadable activities.

About Positive Coaching Alliance

Founded as a non-profit within the Stanford University Athletic Department in 1998, PCA has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted roughly 6,000 live group workshops nationwide for more than 300,000 youth and high school sports leaders, coaches, parents and athletes. Workshop attendees have helped create a positive, character-building youth sports environment for more than three million youth athletes.

PCA’s partnership network includes more than 1,100 youth sports organizations, cities and schools. In 2009, PCA will conduct roughly 1,300 live, group workshops across the U.S., while assisting thousands of other individuals via online workshops at www.PositiveCoach.org.

PCA workshops train coaches to be Double-Goal Coaches®, whose first goal is winning and whose second, more-important goal is teaching life lessons through sports. PCA sports parent workshops cultivate “Second-Goal Parents,” who leave winning to the coaches and players, while helping their children learn life lessons through sports. PCA student-athlete workshops produce “Triple-Impact Competitors,” who work to improve themselves, their teammates, and their sport as a whole.

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PCA has the support of elite coaches and athletes on a National Advisory Board (<http://www.positivecoach.org/advisoryboard.aspx>), including National Spokesperson, Los Angeles Lakers Coach Phil Jackson. The PCA National Advisory Board comprises such leaders as NBA and NCAA Champion Coach Larry Brown, former senator Bill Bradley, NFL Hall of Fame Member Ronnie Lott, Olympic Gold Medalist swimmer Summer Sanders, Olympic Gold Medal gymnasts Bart Conner and Nadia Comaneci, University of North Carolina Men's Basketball Retired Head Coach Dean Smith, Cy Young Award winner Barry Zito, Former NFL Coach Herm Edwards, and Cuties Spokes-mom and Olympic Soccer Gold Medalist Joy Fawcett.

About Cuties® Brand

Cuties is a joint venture between Paramount Citrus Association and Sun Pacific. For more information about Cuties brand mandarin oranges, visit www.cutiescitrus.com.

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