

News Release

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Sheldon Baker to Discuss North American Dietary Supplement Industry Trends and Opportunities At New Zealand Natural Products Industry Summit 2009

(Fresno, CA) January 26, 2009 – Sheldon Baker, senior partner and principal of the Baker Dillon Group, a leading natural products industry brand development, advertising and public relations firm, will be one of the featured presenters at the New Zealand Natural Products Industry Summit 2009 on April 2, 2009. The annual event will be held in Rotorua, New Zealand. Baker will review key elements and opportunities for importing New Zealand products into the North American marketplace, as well discuss brand development and product distribution.

The New Zealand Natural Products Industry Summit is considered the premier event for New Zealand's natural products industry. Attendees include members of New Zealand's nutraceutical, therapeutic product, dietary supplement, functional food and cosmetic industries.

Baker Dillon Group is a Total Involvement Marketing™ award-winning firm meshing creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences. The firm's areas of expertise include product and corporate branding, advertising, public relations, publicity, promotion, graphic design, collateral materials, packaging, web site development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

For more information about the Baker Dillon Group visit the web site at www.BakerDillon.com or contact Sheldon Baker at 559.325.7191.

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