

News Release

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Baker Dillon Group Rolls out Plasmanex1™ Marketing Campaign for Daiwa Health Development

(Fresno, CA) February 12, 2009 – Baker Dillon Group, a leading nutraceutical and food industry marketing and brand development firm, has launched the Plasmanex1™ brand marketing campaign for Daiwa Health Development. Plasmanex1™ is a proprietary dietary supplement shown to support healthy blood circulation.

Plasmanex1™ will be marketed exclusively to the health professional marketplace. Baker Dillon Group developed the product logo, packaging and collateral materials for health care professionals and patients. The Agency will also create a full-page ad for placement in health professional journals and consumer publicity.

Baker Dillon Group, the agency of record for Daiwa, has previously developed branding and promotion for other Daiwa products including PeakImmune4™ and BRM4™ for healthy immune support.

“The Baker Dillon Group has been invaluable with their help in launching Plasmanex1™ and educating the professional health community as well as their patients,” says Noriano Shirai, vice president for Daiwa Health Development. “It’s like having a marketing department down the hall,” Shirai added.

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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