

NEWS Release

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Baker Dillon Group Develops Kyowa Hakko U.S.A. Branding Campaign for Cognizin™

(CLOVIS, CA) March 5, 2004 – The Baker Dillon Group, a full-service advertising, branding, marketing and publicity firm, has developed and launched a product branding campaign for Kyowa Hakko U.S.A. to introduce its novel and powerful anti-aging citicoline ingredient Cognizin™. The Baker Dillon Group created the product name and logo plus a product tag line, “For the Evolution of Your Mind™.” The Cognizin™ web site, (www.cognizin.com) and print ad campaign are part of the program.

Kyowa Hakko is one of the world leaders in the development, manufacturing and marketing of pharmaceuticals, nutraceuticals and food products. Citicoline has been used significantly in international markets for its beneficial action towards neurodegenerative disorders associated with stroke, cerebrovascular health, brain aging and head trauma. Scientific studies have indicated effectiveness in supporting cognitive brain function adversely affected by Alzheimer’s and Parkinson’s disease, improved stroke recuperation, as well as ocular health.

The agency has also produced Cognizin™ seminars at SupplySide West, SupplySide East and SupplyExpo, as well as a trade industry publicity campaign and collateral materials.

The Baker Dillon Group transforms company and product marketing into emerging brand experiences. The firm has created marketing for health,

food, entertainment, music, legal and financial industry clients. For more information about brand marketing and the Cognizin™ program contact Sheldon Baker at (800) 570-1262.

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