



## **NEWS Release**

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### **Baker Dillon Group Receives Addy Award Honors**

#### **Agency recognized for design of Fuji Health Science AstaReal ad and Kyowa Hakko Setria™ logo**

(Clovis, CA) March 19, 2007 – The Baker Dillon Group (BDG), a leading nutraceutical and food industry marketing and product branding firm, announced it has been honored for creative work on behalf of its clients Fuji Health Science and Kyowa Hakko.

The Fresno Advertising Federation (FAF) awarded a Gold Addy in the four-color, full-page ad category for “Eye Candy” promoting AstaReal® for Fuji Health Science, a global brand of Fuji Chemical Company, based in Mount Laurel, NJ. The ad highlighted Fuji’s seven clinical eye fatiguw studies and asked readers to “Take a closer look at our science.”

The FAF awarded a Silver Addy in the logo category for the design of the Setria™ logo for the latest branded ingredient from Kyowa Hakko, headquartered in New York City. Setria™ Glutathione is a tri-peptide composed of glutamic acid, cysteine and glycine.

The Baker Dillon Group is a Total Involvement Marketing™ firm that meshes 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.



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“We’re thrilled to receive these honors, says Sheldon Baker, BDG senior partner. “We believe that the greatest marketing success is achieved through creating strong brand recognition. Complete development of a brand name provides the company with a platform to distinguish itself and its products as being unique.”

For more information about the Baker Dillon Group visit the web site at [www.BakerDillon.com](http://www.BakerDillon.com) or contact Sheldon Baker at 559.325.7191.

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