

## **NEWS Release**

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### **Baker Dillon Group Completes Video Projects for Fuji Health Science**

(CLOVIS, CA) March 29, 2007 – Baker Dillon Group has completed an Astavita® product video and video news release (VNR) for Fuji Health Science, a global brand of Fuji Chemical Company, based in Mount Laurel, NJ. Both videos feature company spokespeople Tim Chapman, M.D. and Chris Lieto, four time-time Ironman champion.

The product video will be used in conjunction with the company's retail marketing of Astavita® astaxanthin, which has been shown in studies to improve endurance and reduce muscle damage after strenuous exercise. BDG interviewed Dr. Chapman who discussed the importance of taking proactive steps in addressing the aging process which leads to many disease conditions.

The VNR featured Lieto in various aspects of his training for international Ironman competition and how Astavita® has helped him cope with stressful training schedules as well as play a defining health role in his overall conditioning program.

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, crisis communications/media training, promotion, graphic design, collateral materials, packaging, Internet development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.