

# News Release

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## **Grifcon Enterprises Selects Baker Dillon Group for Internet and Online Marketing**

(Fresno, CA) March 30, 2011 – Northern California-based Grifcon Enterprises, Inc., surplus lines broker and leading insurance program manager in the health and wellness categories, has selected Baker Dillon Group to develop a new corporate website and Internet trade industry advertising.

Grifcon Enterprises provides insurance consulting and counseling services for manufacturers, wholesalers, importers and exporters, raw materials providers, multi-level and online marketers for dietary supplements, natural products and generic drugs, testing labs and manufacturers and distributors of medical instruments and a host of other companies in the life science industry.

Grifcon Enterprises was established in 2000, by Dick Griffin, a commercial lines insurance broker with over 46 years of experience specializing in products liability insurance. He formed the national *Products Liability Insurance Program* for the U.S. dietary supplement and natural products industry in 1996.

Grifcon Enterprises is exclusively endorsed by the American Herbal Products Association (AHPA), the Natural Products Association (NPA), the United Natural Products Alliance (UNPA) and the American Botanical Council (ABC). In addition, Grifcon is also an associate member of the Council for Responsible Nutrition (CRN) and is a member of the Consultants Association for the Natural Products Industry (CANI).

Baker Dillon Group is an award-winning nutraceutical brand marketing firm and one of the natural products industry's premier advertising, public relations and social media promotion firms.

For more information contact Karena Dillon, Baker Dillon Group president at [Info@BakerDillon.com](mailto:Info@BakerDillon.com) or 559.325.7191.

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