

NEWS Release

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Baker Dillon Group Launches New Self-Promotion Ad Campaign

(Phoenix, AZ) April 1, 2007 – Baker Dillon Group (BDG) has announced it has launched a new self-promotion ad campaign featuring its trademarked Total Involvement Marketing™ *down the hall* capabilities.

Initially, the full-page, full-color ad is scheduled to run in Nutrition Industry Executive and Nutritional Outlook magazines throughout 2007, as well as the Consultants Association 2007 member directory.

Baker Dillon Group is a Total Involvement Marketing™ award-winning 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.

BDG, a leading nutraceutical and food industry marketing and product branding firm, recently announced it was 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, and a Silver Addy in the logo category for the design of the Setria™ logo for the latest branded ingredient from Kyowa Hakko.

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