

News Release

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Sheldon Baker Launches Health E-Insights Column on NutraceuticalsWorld.com

(Fresno, CA) – May 2, 2010 – Sheldon Baker, principal and senior vice president of Baker Dillon Group (BakerDillon.com), a leading brand marketing agency in the nutraceutical and food industry, has launched *Health E-Insights*, an online column featuring executive interviews on NutraceuticalsWorld.com.

Several times a month, *Health E-Insights* will provide snapshots of influencers in the natural products marketplace. They will share challenges facing industry management from their elite vantage point and also present a glimpse into the lighter side of their lives. *Health E-Insights* can be found on the Opinions page (http://www.nutraceuticalsworld.com/contents/health_e_insights) on the NutraceuticalsWorld.com Web site.

The inaugural column was launched on April 27, featuring Paul Willis, CEO and president of Cypress Systems, Inc., makers of SelenoExcell® high selenium yeast.

Baker's firm, Baker Dillon Group, is a Total Involvement Marketing™ award-winning firm that meshes creative thinking and innovative implementation to create 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 that transform companies and products into emerging brand experiences.

Baker Dillon Group recently received several awards for its work created on behalf of Kyowa Hakko USA, TSI Health Sciences and agency self-promotion, from the Fresno Advertising Federation

For *Health E-Insights* interview consideration contact Sheldon Baker at SBaker@BakerDillon.com.

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