

NEWS Release

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Astavita Selects Baker Dillon Group to Produce Expo West Breakfast Event and Promotion

(CLOVIS, CA) November 29, 2005 – Astavita, makers of AstaREAL® astaxanthin, have selected the Baker Dillon Group to produce its Expo West 2006 Breakfast of Champions retailer event featuring Chris Lieto, 2005 Canadian Ironman champion.

According to Sheldon Baker, agency senior vice president, the Baker Dillon Group, a full-service advertising, branding, marketing and publicity firm, will direct event production, create ad campaign and event materials and develop trade industry publicity.

The Baker Dillon Group has created marketing for health, food, entertainment, music, legal, sports and financial industry clients. For more information about corporate and product brand marketing contact Sheldon Baker at (800) 570-1262.

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