



Engauge Wins Work with Glory Foods

COLUMBUS (May 30, 2008) – Marketing agency Engauge (www.engauge.com) has been retained by Glory Foods to serve as Agency of Record and oversee its advertising, marketing, brand strategy, packaging, interactive, and media planning initiatives.

Glory Foods' seasoned greens are the number one-selling canned greens in the country. Its Southern-style vegetables and side dishes are staples in American homes and offer convenient meal planning solutions for families on the go. Engauge plans to help Glory Foods increase its sales to \$100 million in the next three years.

“Engauge is an agency that understands how to connect with consumers,” said Jacqueline Neal, president of Glory Foods. “Its insights will help us provide great-tasting, timesaving mealtime solutions for more people than we ever thought possible.”

“Glory Foods has the best-selling canned greens in the nation,” said Rick Milenthal, CEO of Engauge. “We’re thrilled to help a company with such outstanding products and such remarkable heritage succeed in the marketplace.”

Glory Foods was founded by William F. Williams, Garth Henley, Dan Charna, and Iris Cooper in 1992.

About Glory Foods

Based in Columbus, Ohio, Glory Foods is a category leader in Southern-style, heat-and-serve products that are symbolic of the tradition of home-cooked taste. It offers a full line of products available in grocery stores nationwide including canned vegetables and side dishes, frozen savory entrées and side dishes, and fresh-cut bagged vegetables. Its Sensibly Seasoned products have been endorsed by the American Heart Association. For more information visit www.gloryfoods.com.

About Engauge

Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge's proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge's clients include Best Buy For Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O'Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com.

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