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**HASS AVOCADO MEMBER ORGANIZATIONS PARTNER ON
INTEGRATED CAMPAIGN FOR BASEBALL PLAY-OFFS**
HAB, MHAIA and CAIA Work Together to Promote Hass Avocados

IRVINE, Calif., (July 9, 2009) – The Hass Avocado Board (HAB), Mexican Hass Avocado Importers Association (MHAIA) and Chilean Avocado Importers Association (CAIA) are jointly preparing to launch a comprehensive, multi-discipline marketing campaign tied to the professional baseball 2009 play-off season that runs late September through late October. The campaign, called *The Big Hit*, is the first collaborative marketing effort among these avocado marketing boards, all of which are part of the HAB organization.

“*The Big Hit* is a best-in-class example of how multi-origin avocado marketing organizations can work together to promote the category as a whole,” commented Len Francis, chairman for HAB. “This program creatively aligns avocados with the excitement building around the professional baseball play-offs, while delivering benefit to in-season avocados in the marketplace.”

This joint campaign aims to increase avocado sales during the fall time frame, by promoting Hass avocados as a must-have ingredient for baseball play-off party menus and offering easy game day recipes to enjoy while watching America’s favorite pastime.

“The convergence of multi-origin Hass supply in fall months creates a terrific opportunity to promote Hass avocados to baseball fans,” said Mike Browne, chairman for MHAIA. “By channeling marketing resources, messaging and strategies into one cohesive campaign, we are determined to strengthen Hass avocado consumption.”

Once the initial plan for the program was solidified, HAB, CAIA and MHAIA decided to contribute to the campaign and work collaboratively.

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“Fully integrated programs give us the capacity to reach consumers in all of our key markets,” said Jorge Covarrubias, chairman for CAIA. “Working together on a program tied to the professional baseball play-offs will allow us to leverage the excitement around the sporting event and promote Hass avocados to those consumers that are already planning to watch the games.”

The Big Hit campaign will be promoted via a national multi-million dollar partnership with a major cable sports network, featuring 30-second TV spots and sponsorship billboards, predicted to generate more than 147 million impressions. Also, a national sweepstakes will help promote the initiative, giving consumers the chance to win prizes such as a \$5,000 home entertainment package. To further enhance this exciting partnership, each association will support *The Big Hit* platform by conducting their own game day promotions.

About HAB

HAB was established in 2002 after approval by producers and importers of Hass avocados in a national referendum. A 12-member Board administers the program. Over 20,000 producers and 100 importers are involved in HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.

About MHAIA

The Mexican Hass Avocados Importers Association (MHAIA) is headquartered in Maryland and was established in 2004 pursuant to the guidelines of the Hass Avocado Promotion, Research and Information Act. MHAIA is part of the federal promotion order for Hass avocados, and all of its activities and budgets fall under the oversight of the USDA. The association is comprised of importers, producers and exporters. Its objectives are to conduct market development activities and increase the overall consumption of Mexican Hass avocados in the U.S. Market.

About CAIA

The Chilean Avocado Importers Association is composed of Chilean avocado importers, exporters and producers. Headquartered in Washington, D.C., the Association’s main objective is to conduct market development activities and promotions to increase the consumption of Chilean Hass avocados in the United States. Established in 2002, CAIA operates under the guidelines of the Hass Avocado Promotion, Research and Information Order.