



Mt. Olive introduces the picklePAK™

Company launches national consumer promotion to ‘Name the picklePAK™’

FOR IMMEDIATE RELEASE

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Meet the picklePAK™

Mt. Olive Pickle Company, Inc — America’s fastest growing pickle provider — introduces the new Mt. Olive picklePAK™. These highly portable, extremely packable, single servings of Mt. Olive’s Kosher Dill or Sweet Petite flavored pickles are finding their way into lunch boxes and picnic baskets nationwide. The Mt. Olive picklePAK™ is the first product to bring the snack-pack innovation to the pickle category.

With the picklePAK™, consumers can enjoy the savory taste of their favorite Mt. Olive pickles anywhere—at work and school, the big game and the great outdoors. And to get kids, moms and on-the-go pickle lovers acquainted with the picklePAK™, Mt. Olive has teamed up with CoyneBeahmShouse Engagement Marketing of Greensboro, NC, to launch the picklePAK™ through a series of national consumer-promotions.

Starting these off is the “Name the picklePAK™” contest. Fans of the picklePAK™ are encouraged to submit character names for the product’s band of spokespickles. The picklePAK™ gang is made up of four modern pickles on the move. There’s the sporty one, the techie one, the fabulous one, and of course, the funny one. And like any animated crew worth its salt, the picklePAK™ needs nicknames. With a chance to win up to \$30,000 for creating the winning names (\$7,500 for each of the four), that’s a challenge Mt. Olive hopes customers will enjoy meeting.

“Name the picklePAK™” is going on now, just in time for kids’ return to school and moms’ return to packing lunchboxes. The “Name the picklePAK™” and future Mt. Olive/CBS national promotions have a home at the picklePAK’s online hangout: **www.picklepak.com**. So swing by the site, name the gang, and look for the picklePAK™ in your local stores. Enjoy the great taste of Mt. Olive pickles outside the jar and packed in your lunch, picnic or car.

About Mt. Olive

Mt. Olive Pickle Company, located at the Corner of Cucumber and Vine in Mount Olive, NC, produces the best selling brand of pickles in the Southeast and the second-best selling and fastest growing brand in America. In business since 1926, the company markets its line of quality pickles, peppers and relishes in over 45 states.

About CoyneBeahmShouse

CoyneBeahmShouse is a strategic marketing communications company, focused on engaging consumers by actively involving them in building the brands through marketing. Its Engagement Marketing positioning reflects today’s need for more nontraditional marketing to successfully build businesses in the face of crowded and noisy consumer markets. Headquartered in Greensboro, NC, CBS has a client list of national brands including Reynolds American, Hanes Brands and Primo Water.

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For more information, contact: Lynn Williams, Community Relations, Mt. Olive Pickle Company, Inc. at 919.581.3628 or lwilliams@mtolivepickles.com.