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**Hass Avocado Board to Transform Consumers' Tailgating Menus
Through an Integrated Marketing Campaign**

IRVINE, Calif. (August 12, 2008) – Tailgating is a growing lifestyle trend among consumers, leading it to become one of America's favorite pastimes. As friends and family gather for these outdoor game day parties, one of the most important components is the food. To encourage consumers to further incorporate Hass avocados into their tailgating menus and to support sales of the fruit, the Hass Avocado Board (HAB) has developed a tailgating-themed integrated marketing campaign.

"Tailgating cooks are quickly learning that Hass avocados are a must-have ingredient for their tailgating dishes," said Jose Luis Obregon, managing director of the HAB. "The Hass Avocado Board's tailgating marketing efforts may drive consumer sales of the fruit, by reaching consumers through multiple platforms, including television advertising, retail co-promotions, an online micro site and sweepstakes, and editorial media secured through strategic public relations outreach."

A key component of the campaign is a tailgating co-promotion that the HAB is conducting with Sutter Home Wines, which will include both television advertising and retail elements. The advertising flight consists of a series of co-branded vignettes that will air on the Food Network Sept. 8 – Oct. 5, and will deliver 40 million targeted consumer impressions. Each vignette was created to drive viewers to the co-promotion's micro site, **makeyourgameday.com**, which features tailgating recipes and party tips. Additionally, the program will be supported at the retail level through in-store displays.

HAB's merchandising team will expand the promotional efforts at the retail level by offering tailgating-themed point-of-purchase materials to retailers. These materials are available to order at **avoHQ.com/POS_Order_Form**.

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Consumer public relations efforts for HAB's tailgating campaign will include the distribution of two new recipes perfect for tailgating – "Stuffed Hamburgers with Hass Avocado and Jarlsberg Cheese" and "Hass Avocado Stuffed Marinated Mushrooms." Both recipes will be distributed and pitched to media nationwide.

The HAB also has continued its relationship with tailgating personality and author of the "I Got Your Tailgate Party Right Here!" cookbook series, Jay DiEugenio, a.k.a "The Tailgate Guy," who will serve as the media spokesperson for HAB's tailgating program. In support of the promotional effort, DiEugenio will be appearing in 12 live, in-studio television segments in major media markets, during which he will highlight how to incorporate Hass avocados into tailgating dishes.

A tailgating micro site on HAB's Web site, **avocadocentral.com**, will serve as a resource for consumers planning their next tailgating party. The micro site will feature Hass avocado tailgating recipes and party tips and will promote a tailgating-themed sweepstakes to generate interest among new and loyal avocado users. The grand prize winner will receive a tailgating gift set, Hass avocados and a copy of DiEugenio's tailgating cookbook.

The HAB also is conducting a tailgating-themed outreach effort aimed at key foodservice operators and media. Through media placements and attendance at foodservice industry events, the HAB is offering foodservice operators tailgating-themed menu ideas and point-of-sales materials.

About the Hass Avocado Board

The Hass Avocado Board (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 the HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.

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