

COLUMBUS FOODS GEARS UP FOR NATIONAL VISIBILITY WITH MAXWELL PR, NEW AGENCY OF RECORD

- Agency to Help Propel Brand with Integrated Marketing -

Hayward, Calif. – October 5, 2010 – Columbus Foods, makers of premium cured and deli meats for more than 90 years, has selected Maxwell PR from a field of 10 firms as its public relations agency of record.

Best known for its hand-crafted Italian salame, which it has made in San Francisco since the company was founded in 1917 by two Italian immigrants, Columbus is expanding distribution and looking to Maxwell to help build a national brand.

Maxwell will build national awareness for Columbus via consumer media relations, blogger outreach, experiential sampling, consumer engagement initiatives and social media.

“At this stage of our business, we need the most creative, strategic solutions to help propel our growth. Aside from having great ideas and serious PR credentials, we saw in Maxwell a true agency partner that can help us authentically translate our brand and develop marketing strategies that are unique to Columbus and our category,” said Michael Cruz, director of marketing.

Maxwell is the company’s first consumer PR agency of record and will build an integrated marketing program from scratch. It’s a common role for the agency, which is often hired to help regional brands build a national following and connect with consumers through grassroots marketing. Its award-winning work with other industry leaders was a key factor in the win.

About Columbus Foods

Based in the San Francisco Bay Area, Columbus Foods makes a full line of the highest quality Italian-style dry cured salumi and cooked deli meats from its own time-honored family recipes. Designed to enhance culinary experiences and enrich consumers’ connections to food and people, the award-winning salami and super premium deli meats are marketed under the Columbus, Ticino and Buon Gusto brands. At Columbus Foods, a “family-owned” culture anchored by more than 90 years of passion and expertise in specialty food still exists. “Mangia. Viva. Amore.” Eat. Live. Love. For more information, visit <http://www.columbussalame.com>.

About Maxwell PR

Founded in 1997, Maxwell PR is an independent public relations firm specializing in media relations, consumer engagement, social media and digital marketing for national consumer brands. Current clients include Kettle Brand®, Mobia by Nautilus, the Tillamook County Creamery Association, Pacific Natural Foods, Peter Rabbit Organics, Yogi Tea and Whole Foods Market Portland. Its work in tourism and hospitality includes Travel Oregon, Willamette Valley Visitors Association, Tourism Walla Walla and the Astoria-Warrenton Chamber of Commerce. Visit www.maxwellpr.com for more information.