

TILLAMOOK CHOOSES MAXWELL PR TO BUILD NATIONAL VISIBILITY

- Agency to Manage Consumer PR and Corporate Communications -

TILLAMOOK, Ore. – July 6, 2010 – Tillamook County Creamery Association, makers of the No. 1 selling natural cheese brand in the West, has selected Maxwell PR as its public relations agency of record from a field of five local, regional and national PR firms.

Staffed by an experienced team that grew up on Tillamook cheese, Maxwell will work to build national awareness for the iconic Pacific Northwest brand, managing regional and national consumer media relations and blogger outreach. In addition, the agency will support corporate communications initiatives, including issues management and corporate social responsibility.

Respected for its work building national awareness for Kettle Brand® Potato Chips among other natural industry leaders, Maxwell was chosen for its ability to bridge natural and mainstream consumer messages, its national media relations experience, and track record of delivering outstanding results. Its sustainability expertise and consumer engagement integration were an added plus.

“Maxwell sees the same potential in the Tillamook brand as we do, with the experience, media connections and creativity to take our PR program to a new level,” said John Russell, TCCA senior director of marketing. “It took months to select a new PR firm because we wanted to get it right, and they’ve already hit the ground running.”

The PR firm selection comes on the heels of Tillamook being voted the world’s best medium cheddar cheese in the 2010 World Championship Cheese Contest®. The newly energized PR initiative will join an enriched marketing program that includes the company’s popular Loaf Love sampling tour, with PR efforts led by LA-based Bread & Butter, and expanded advertising efforts. Supporting all marketing initiatives is the in-house online marketing team, managing Tillamook social media and web properties.

About Tillamook County Creamery Association

The Tillamook County Creamery Association is a farmer-owned cooperative that has been making award-winning cheeses in Oregon since 1909. Tillamook only uses the highest quality milk from cows not treated with artificial growth hormones. In addition to making naturally aged cheddar, a variety of other cheeses, and ice cream, it markets butter, sour cream and yogurt. TCAA is most famously known for its internationally award-winning Tillamook® cheddar cheese. For more information, visit www.TillamookCheese.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 also include Kettle Brand®, Mobia by Nautilus, 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.