

THE VIA AGENCY NAMED AGENCY OF RECORD FOR PERDUE FARMS

Small Agency of the Year Announces Its Fifth Major New Business Win This Year

PORTLAND, ME – November 29, 2011 – Today, The VIA Agency announced that it has been selected as the agency of record for Perdue Farms, following a competitive review led by Select Resources Inc. VIA will serve as lead agency, responsible for strategic communications planning, creative development, social media, and coordinating the efforts of Perdue’s other agency partners.

"Everyone at VIA was extremely impressed with Jim Perdue and the entire company's deep belief that consumers deserve a better chicken," VIA CEO John Coleman said. "They have an amazing story to tell that has not yet gotten out, one that people will be inspired to learn more about. It is an honor for VIA to be selected as the agency partner to such a legendary advertising brand. Helping brands like Perdue flourish in very challenging and competitive markets is what we love to do and do best."

Perdue has an impressive history of television advertising spanning the last 40 years, with the current annual media spend estimated at more than \$10 million. After creating the first commercially successful branded chicken in the 1960s, the family-run business aired its first TV commercial in the early 70s introducing Frank Perdue, who became recognized as the first company executive to serve as spokesperson in a major advertising campaign. In 1994, Jim Perdue, the third generation to lead the company, took over the role of advertising spokesperson and continues to embody the brand in that role today.

"During the review process, VIA demonstrated a keen understanding of our business and a business-like approach to our marketing strategy," said Perdue Chief Marketing Officer John Bartelme. "Their emphasis on creativity across traditional and digital platforms and on analytics/ROI, in addition to their impressive client roster, convinced our team that VIA was a great fit."

ABOUT THE VIA AGENCY

The VIA Agency is an independent full-service marketing, advertising and digital agency that helps clients solve their most difficult marketing problems via creativity and innovation. Founded in 1993, the Portland, Maine-based VIA Agency offers a fresh perspective and distinguished record of creating the right ideas for clients and a legacy of reinvigorating brands. Named by *Advertising Age* and *Creativity* as 2011 Small Agency of the Year, the VIA Agency attracts national talent and blue-chip brands, and counts Unilever, Welch's, Prestige Brand Holdings, Inc., Friendly's, Romano's Macaroni Grill, People's United Bank, DuPont, Unum, North American Breweries and Samsung among its clients. To learn more about the VIA Agency and its thought leaders please visit our [website](#).

ABOUT PERDUE FARMS

The PERDUE® brand is the number-one brand of premium fresh chicken in the United States. In fact, we're recognized as the first poultry company to successfully brand chicken, and we're now the first with USDA Process Verified Programs for our fresh, all-natural chicken. The PERDUE® brand also extends across a growing roster of better-for-you refrigerated and frozen food products, combining Perdue's reputation for quality with nutrition, great taste and convenience. At Perdue, "We Believe In A Better Chicken."™

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