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FOR IMMEDIATE RELEASE

**“POMPEIAN OLIVE OIL DAY” CELEBRATED IN BALTIMORE
- Marks 100th Anniversary of Success in the City -**

BALTIMORE, MD May 11, 2006 – Pompeian, the olive oil, wine vinegar and cooking wine company, marked its 100th Anniversary on May 11, 2006, with a commemorative ceremony, luncheon and tour of its importing and bottling facility that was capped off with a citation from the office of Gov. Robert L. Ehrlich Jr. and a “Pompeian Olive Oil Day” proclamation from Mayor Martin O’Malley’s office. To show its appreciation to the city that proved to be the perfect location for the company, Pompeian, which the Moreno family of Spain has owned since 1975, donated \$10,000 to the Baltimore City Public School System. The company also donated \$1000 each to Our Lady of Pompei in Baltimore and The Christian Brothers which will go to The Cardinal Gibbons School in Baltimore.

Baldo Moreno, who heads Pompeian, and Pompeian’s Chief Executive Officer Bill Monroe were presented the citation by Gov. Ehrlich’s representative. They received the “Pompeian Olive Oil Day” proclamation from Dominick Murray, Director of Economic and Neighborhood Development. In addition, the Mayor’s office granted honorary citizenship to the Moreno family.

The check for \$10,000 was presented by Frank Patton, President of Pompeian, to Diane Bell McKoy, member of the board of school commissioners for the Baltimore City Public School System.

Other city officials invited to the event included Caroline Paff, Senior Economic Development Officer, Baltimore Development Corporation; Javier Bustamante, Planning Commissioner; Otis Rolley, Director Department of Planning; Gay Legg; Rafael Regales and Lorena Beltran of the Hispanic Liaison’s Office; and Elizabeth Weiblen, Director, Mayor’s Office of International Affairs.

Over 100 other people attended the event at the facility on Pulaski Highway. Among them were members of the Musher and Hoffberger families, previous owners of the company, who shared their memorabilia and recollections with the guests.

A luncheon was prepared for the guests by celebrity Chef Nick Stellino who has authored seven cookbooks – including his latest, “Nick Stellino’s Dine In!” – and hosts *Nick Stellino’s Family Kitchen*, now in its fifth season on the Public Broadcasting System.

Pompeian has been winning the hearts of Americans since its founding in Lucca, Italy, in the late 1800’s. At that time, the company exported its delicious Pompeian Olive Oil from the nearby port of Genoa. The United States eagerly received Pompeian’s quality products, and the nation soon ranked

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among the company's most important markets abroad. The Pompeian brand appealed both to the growing community of European immigrants who grew up knowing all about olive oil, and to the general populace who were discovering olive oil's wonderful flavor and versatility for the first time.

By 1906, it was obvious that Americans had fallen in love with Pompeian. In that year, a young entrepreneur, Nathan Musher, purchased the company. Under Musher's guidance, Pompeian, Inc. built several warehouses in the Mediterranean. And in the United States, Pompeian, Inc. established one of the largest and finest olive oil warehouses in the world off another busy international port – the port of Baltimore, Maryland.

Political turmoil in Europe prompted the Musher family, who today are well-known philanthropists, to move Pompeian's headquarters to Baltimore, where it remains. In 1930, the Mushers sold Pompeian to the Hoffberger family, who owned several packaged-goods companies. During this time, the Hoffbergers also owned another Baltimore icon – the Baltimore Orioles. Under the Hoffbergers, Pompeian became the first brand of olive oil introduced nationally in the United States.

In 1975, the Moreno family of Spain, Pompeian's current owners, acquired the company. A leading food producer in Spain, the Morenos clearly anticipated how attractive the Mediterranean Diet would become to Americans, both in culinary and healthful-eating terms. They realized that Pompeian was the ideal brand not only for imported olive oil, but also for their other fine food products. Today, the Morenos continue in their mission at Pompeian, Inc. to bring the taste of the Mediterranean to the American table.

In 2006, Pompeian offers consumers the best of the Old and New Worlds in its popular olive oil, vinegar and cooking wine ranges. Pompeian's sales are clear evidence that the company is living up to its commitment to quality and consistency that began with its traditional olive oil. According to industry figures, the company in 2005 had the fastest growing major olive oil brand, the top selling red wine vinegar, and the fastest growing cooking wine brand in America (Information Resource Inc., 2005).

The future looks bright for Pompeian. Bill Monroe, who is legendary in the olive oil industry, joined Pompeian as CEO, last year. He is already introducing an innovative product called OlivExtra, which combines the healthy eating benefits of extra virgin olive oil and canola oil in one product that delivers better consumer value.

According to Monroe, "Pompeian OlivExtra contains natural olive oil antioxidants, is low in saturated fat, cholesterol free, has zero grams of trans fat, and is high in natural Vitamin E. The canola oil enriches the Omega-3 content while the extra virgin olive oil gives it a desirable taste profile."

"Pompeian has an extraordinary history in Baltimore and America," says Monroe. "It is a company which had the pioneering vision to see the enormous potential in the United States for foods from the Mediterranean and made it happen from right here in Baltimore. It shows what an unwavering commitment can accomplish – and we are dedicated to maintaining that momentum in the century ahead."

Pompeian brand products are available nationwide at supermarkets, small grocery stores, drug chains, discount retailers and military commissaries. For more information about Pompeian, Inc. and its products, visit the company's website at www.pompeian.com.

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