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**TWO MEDITERRANEAN OLIVE OIL FAMILIES FORM AN ALLIANCE
- America's Pompeian Olive Oil to Be a Beneficiary -**

BALTIMORE, MD February 2009 – Over 90% of all the olive oil in the world comes from groves in the Mediterranean region. Now two of the most prominent families from the region, Devico of Morocco and Moreno of Spain, have formed an alliance to bring more high quality olive oil to the United States and the world. Among the key beneficiaries of the alliance is Pompeian, Inc. of Baltimore which began importing the product in 1906 and has been owned by the Moreno family since 1975.

The Moreno's home country, Spain, is the top producer of olive oil in the world. Pompeian, which is recognized as the first national brand of olive oil in America, is among the best selling brands in the country and is an innovator with new products such as OlivExtra Plus with Omega-3 DHA.

The Devico family also has been involved in olive oil for decades through the Aïcha brand. Based in the city of Meknes, Aïcha is the third best-known brand in Morocco, after Coca-Cola and Tide. Chairman Mardochee Devico, who launched the Aïcha making fruit jam, has grown the business into one that now refines more than 120 tons of edible oils per day. His vision has helped make Morocco become one of the top seven olive oil producing countries. David Bensadoun, a member of the Devico family who has been in the U.S. for 10 years, will be overseeing other family operations here.

“We share with the Moreno family a similar commitment to outstanding quality and a belief in creating greater consumer value through technological innovation and efficiency,” stated Bensadoun. “Our family is very excited to be exploring with them new opportunities for growth in the United States.”

“We believe this joint effort will help make the Pompeian brand even stronger in the years ahead,” stated company leader, Baldo Moreno. “I am very pleased that by reaching across the waters of the Mediterranean so that we can enhance our prospects in America.”

Pompeian's CEO William C. Monroe and his team welcome the alliance, “I have known David and Baldo for many years, and this initiative comes at the perfect time, as we look to our path of growth” stated Monroe. “Among future projects being planned are a West Coast olive oil storage and bottling facility that will create production and distribution efficiencies, as well as the continued expansion of our current facility in Baltimore”

Pompeian brand olive oil and vinegars are available at supermarkets, grocery stores, drug chains, and military commissaries. For more information about Pompeian, Inc. and its products, visit www.pompeian.com.

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