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Pompeian, Inc. Names Federico Ronco as Director of New Business Development

BALTIMORE, MD – November 2010 – Bill Monroe, CEO of Pompeian, Inc., Baltimore, has announced the appointment of Federico Ronco as the company’s Director of New Business Development reporting to Robert Eckhoff, Vice President of Sales and Marketing.

“We are pleased to welcome Federico Ronco who will be heading up a number of major new initiatives that will stimulate dynamic sales growth for Pompeian in the years ahead,” stated Monroe. “His depth of experience will be an invaluable asset to Pompeian on our path to international as well as domestic expansion.”

Ronco’s background in olive oil marketing spans nearly 15 years. He previously worked for Grupo SOS in Italy as International Markets Director on Carapelli Firenze S.p.A. covering Asia, East Europe, Africa, Middle East and Latin America. Earlier, Ronco was Export Director at Minerva Oli S.p.A. where he opened new international markets, acquired private label business and managed importers and direct clients including international retail chains.

“His extensive experience makes Federico Ronco the ideal person to take charge of executing our strategy to gain more business through multiple initiatives,” Monroe noted. “He will be responsible for developing alternate channel, private label, and international expansion, and will work closely with our Executive Committee to set Pompeian Olive Oil products apart from the competition!”

About Pompeian

Founded in 1906 in Baltimore, Pompeian, Inc. is the importer of America’s oldest national brand of olive oil, best-selling wine vinegars, and a variety of cooking wines. For Pompeian product information, visit www.pompeian.com.

For high-resolution image of Federico Ronco, visit:

<http://www.blockdecorso.com/Login/verify.asp?login=FedericoRonco&password=FedericoRonco>