



NEWS RELEASE

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PRODUCT VENTURES AWARDED 3 AMERISTAR AWARDS

Innovative Package Design Firm Recognized

Fairfield, CT (May 25, 2007) – Product Ventures, a global leader in product and package design, was honored with an unprecedented three awards at the recent AmeriStar Package Awards reception in Rosemont, Illinois on May 16, 2007.

Ameristar Awards

Considered to be "The Oscars" of package design in North America, the Institute of Packaging Professionals (IoPP)'s AmeriStar Awards are given to entries whose packages demonstrate an advancement in product protection, economics, performance, marketability and environmental impact. A panel of 23 judges evaluated more than 135 entries spanning 15 categories. Out of the ten winners in the food category, Product Ventures received 3 awards for the Heinz "Fridge Door Fit" bottle, Frito-Lay's Action Cups, and Frito-Lay's Vendible Tostitos Chip & Dip Package.

As pioneers in structural packaging innovation, Product Ventures leveraged its consumer-driven creative process and collaborated with its clients to ensure an actionable solution. "We're extremely honored to receive such prestigious recognition from our peers," stated Peter Clarke, founder and CEO of Product Ventures. "These awards are important in that they bring awareness to the importance of packaging as a tool for everyday living. Historically underleveraged as a marketing tool, packages are now playing an important role in improving the effectiveness of advertising, brand differentiation and building a positive user experience."

"Fridge Door Fit" Bottle

High ketchup consumption households were buying multiple small bottles instead of a large one because Heinz had multiple functional barriers in their old large bottles, especially regarding bottle handling and storage. Fridge Fit met a clear consumer need and enabled Heinz to reverse a three year dollar decline in sales. Now, category dollars are increasing across all classes of retail, and Heinz is selling less plastic and more ketchup, which is good for the business, the consumer and the environment.



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Action Cups (Stax, Asteroids and Doritos)

Frito-Lay introduces Action Cups, a perforated 6-pack of individual servings containing 0.75-ounce - 0.81-ounce of kids' favorite Frito-Lay products: Cheetos Asteroids, Doritos Mini's and Lay's Stax. These backpack friendly, portion-controlled cups are compact and durable. They are ideal for school lunches and perfect for any on-the-go occasion.



Vendible Tostitos Chip & Dip Package

Frito-Lay introduces a vendible Tostitos Chip and Dip package that offers a macrosnack in a single serve, portion-controlled package for consumption on the go. The package contains Tostitos along with a cheese dip container integrated in one tray. The new product allows Vending Machine Operators to "price-up" while ensuring high product turns with added penny profit.



Product Ventures, Ltd.

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Product Ventures is a renowned resource for product and packaging innovation, helping clients identify opportunities and develop solutions to grow their business. The agency's multi-disciplinary experts in strategy, insights, design and development turn business goals into manufacturing reality. Product Ventures' consistent marketplace success has earned them lasting relationships with the world's leading companies and their most iconic brands.

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Additional high-resolution imagery available upon request.