



NEW LOOK... SAME GREAT TASTE

Phillips Foods receives a modern makeover with a redesigned logo and comprehensive packaging line

BALTIMORE, MD (August 21, 2008) — Phillips Foods, Inc., the leaders in blue swimming crab meat, is proud to launch a new, modern look their retail seafood products line. Consumers of the brand's fresh and frozen seafood line will be greeted by a bold, contemporary look. New packaging has already started to arrive on leading grocery store shelves.

H&D, a full-service marketing communications firm, updated the Phillips logo, a design that was created 50 years ago for the company's first restaurant in Ocean City, Md. The new design retains the logo's original brand equities, such as the Old English font and red and black color scheme, but presents a cleaner, brighter look.

"It was essential that we come up with a fresh design that would stand out, but that would maintain some semblance of a brand that is already very recognizable," said Kathy Harvey, founder and president of H&D. "The new logo strikes a perfect balance. It's easier to read, easier to produce from a printing standpoint, and it's modern."

In addition to creating the new Phillips logo, Phillips redesigned packaging for Phillips' frozen food line, which encompasses 28 different appetizers, soups and entrees. The new packaging has a sophisticated look that appeals to consumers' eyes and appetites. A primarily black design forms a bold contrast on the shelf that creates brand blocking, making the product easier to spot among the competition. And mouthwatering food photography features close-up shots of Phillips premium seafood products accented by glistening sauces and vivid garnishes.

"Our concept with the new packaging was 'eat with your eyes'." We wanted customers to know that the entrée they picked up in the grocery store was made with the same attention to quality, freshness and great flavor as a meal they might order from a Phillips Seafood Restaurant," said Vetry Selvi, creative director for H&D.

H&D is also in the process of redesigning Phillips' largest selling item—the familiar black can of crab meat. Over the past decade, H&D's relationship with Phillips has evolved from package design projects to a strategic partnership.

"As we continue to grow our business, expanding into new areas of the world and appealing to new audiences, it's important that we develop a consistent, modern look for all of our products," said Honey Konicoff, vice president of marketing for Phillips Foods, Inc.. "We're proud to launch this first redesign with Harvey & Daughters and look forward to the response from both new and long-time customers."



Phillips debuted their new logo and line of packaging at the International Boston Seafood Show in February 2008. This spring, the first product to feature the new look on grocery store shelves will be Phillips' newest appetizing innovation, shrimp *Steamer Creations*™. *Steamer Creations*™ come in three varieties and are packaged in an innovative bag, which steams the shrimp perfectly after just five minutes in the microwave.

About Phillips Seafood

Owning and operating crab plants and seafood restaurants for over 90 years has placed Phillips in a unique niche in the food and restaurant world. Phillips Foods, Inc. is making seafood a bigger part of life by producing and distributing the highest quality and most delicious seafood products on the market today.

About H&D Branding

H&D Branding (Harvey & Daughters, Inc.) is a leading Mid-Atlantic, full-service marketing communications firm that specializes in consumer package goods and retail service brands. H&D's proprietary approach to marketing, *Connective Retail Branding*™, helps their clients connect with consumers by creating a seamless relationship between full-service advertising, package design, merchandising, point-of-purchase programs and promotional marketing.

H&D's clients include Fortune 500 and regional consumer package goods companies such as McCormick Food Service, Phillips Seafood, Procter & Gamble, Manischewitz, Black & Decker, H&S Bakery, Schmidt Baking Company, U.S. Foodservice and Turkey Hill. The privately held company was founded in 1986 and is headquartered in Sparks, Md. For additional information about H&D, please visit www.hd-branding.com.