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Fisher Design Redefines Iconic Butterball Brand to Focus on Everyday Meal Occasions and Year-Long Relevance

*Multi-Year Strategic Project Touched on Every Aspect
of Butterball Brand*

September 16, 2009 – Cincinnati, Ohio – Fisher Design, a strategic branding and design firm for global, preferred brands, today announced the completion of a multi-year strategic branding assignment that redefined the Butterball turkey brand and its position in the marketplace.

Known for decades as the country's premium special occasion turkey, Butterball sought to extend the equity of its brand and products to include everyday, family meals. Butterball turned to partner Fisher Design to assess the brand, provide competitive analysis and consumer insight, and design a roadmap for evolving the brand over a two-year period.

"Contemporary mealtime practices – both daily and at holiday – are rapidly changing," said Bryan LiBrandi, CEO, Fisher Design. "Butterball realized their narrow profile as a special occasion brand posed challenges to their overall business growth. We sought to redefine Butterball and grow sales beyond whole bird, increasing daily relevance and strengthening ongoing consumer connection to the brand."

What resulted from the extensive research and strategy development was a design approach that contemporized the brand mark, created product tiers and the *Every Day* sub-brand to illustrate how holiday quality translates into a range of turkey products consumers can rely on year-round and then offered a 200-SKU system for extending the new sub-brand into new categories, such as roasts, links, lunchmeat and filets.

"I have worked with many well known firms and I would say that Fisher is one of the most strategic firms I have worked with in my career," said Bill Klump, vice president of marketing for Butterball. "Everything from the design execution to all of the immense strategy and market insight that went into this project has been impressive."

The revitalized brand mark debuted in spring and the rest of the new line and products will continue to hit shelves throughout 2009.

About Fisher Design

Fisher Design is a firm dedicated to solving client business challenges through strategic design, branding principles and creative implementation. With a best-in-class mix of creative services, packaging design and production, interactive media, brand strategy and marketing communications, Fisher partners with preferred Fortune 500 brands in the consumer and business-to-business sectors to achieve growth, customer retention and consumer loyalty. To learn more, visit Fisher Design at www.fisherdesign.com

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