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January 2008

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**Hero/Beech-Nut Nutrition Corporation Retains e3communications for
Public Relations Services for New Corporate Headquarters**

LATHAM, NEW YORK – e3communications announced that the agency has been retained to provide public relations services for Hero/Beech-Nut to assist the company in promoting its new 550,000 square foot manufacturing and processing facility in the Town of Florida, NY.

Since 1931, Hero/Beech-Nut has been built on a history of innovation and dedication to infant nutrition. Headquartered in Upstate New York, Hero/Beech-Nut is the number two leading baby food brand in the United States and is committed to deliver more nutritious choices for parents and babies.

Hero/Beech-Nut offers a variety of more than 150 baby foods formulated to supplement a baby's diet. The company became the first baby food company and one of a few food companies in North America to achieve ISO certification.

Hero/Beech-Nut is a subsidiary of Hero Group of Lenzburg, Switzerland, a global leader in consumer goods and infant feeding.

With offices in Buffalo and Albany, e3communications is a full service public relations and public affairs agency that provides clients with various public relations services, including issues management, media training, crisis communications as well as government affairs services. For more information please visit www.e3communications.com.