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**HEINZ KETCHUP CREATIVITY™ CONTEST
PACKS MORE EXCITEMENT FOR YOUNG ARTISTS**

Pop Artist Burton Morris is back; Grand prize winner to receive \$5,700 and artwork also will appear on Heinz® Ketchup bottles

PITTSBURGH — January 6, 2010 — Let the seeds of creativity grow! It's the return of the Heinz Ketchup Creativity™ Contest, and Heinz is calling on student artists in grades K-1 through 12 across America to cultivate their talents for a chance to see their artwork appear on the front of iconic Heinz® Ketchup packets and bottles.

Entering its fourth year, the 2010 Heinz Ketchup Creativity™ Contest promises even more excitement: for the first time in contest history a grand prize winner will be chosen and their artwork will appear on approximately 2.5 million Heinz® Ketchup bottles on store shelves; and that student also will receive a \$5,700 cash prize. Internationally acclaimed artist Burton Morris returns to the judges' panel and will visit the grand prize winner's school.

"The Ketchup Creativity Contest is a continuation of a rich tradition of engaging consumers in a way that celebrates their love of Heinz Ketchup," said Erin Catalina, associate brand manager for Heinz Ketchup. "We're delighted with the response to the program over the past three years and we're eager to see what this year's program will bring. Burton's involvement and the heightened exposure one lucky grand prize artist will receive adds to the excitement!"

"I'm thrilled to again partner with Heinz Ketchup," says artist Burton Morris, who is renowned for his upbeat, colorful artwork. "The designs submitted by students in last year's contest impressed and inspired me. I'm excited to see the masterpieces created this year — the students really know how to pour on their creativity!"

America will choose 12 winners (one in each grade category) by voting online at www.KetchupCreativity.com. The 12 winners each will have their artwork printed on approximately 20 million Heinz® Ketchup packets — that's more than 200 million combined, their art displayed in an online winners' gallery and a \$1,000 cash prize. The winners' schools each will receive \$1,000 toward art supplies, a voucher for \$1,000 worth of Heinz® Ketchup, and a poster of the winner's artwork at a special awards ceremony with Heinz.

The contest kit and lesson plans can be downloaded at www.KetchupCreativity.com. Entries must be postmarked or electronically date stamped between 12:00:00 a.m. January 6, 2010 and 11:59:59 p.m. February 26, 2010. Online voting for the winners will run March 22 through March 27, 2010, and the winners will be publicly announced in April 2010. For more information about the Heinz Ketchup Creativity™ Contest, visit www.KetchupCreativity.com.

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About Heinz

H.J. Heinz Company, offering “Good Food Every Day”™ is one of the world’s leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or “on-the-go.” Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz’s total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, T.G.I. Friday’s® snacks, and Plasmon infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World’s Favorite Ketchup®. Information on Heinz is available at www.heinz.com.

About Burton Morris

A proponent of art education, Burton Morris credits his teachers and parents for encouraging him to pursue his passion and career as an artist. The Pittsburgh native earned his degree in fine arts from Carnegie Mellon University. He gained national attention when his art was chosen to hang on the set of the hit sitcom, Friends. Known for creating high-energy, fun pieces, Burton Morris original artwork is featured in collections around the world. The artist draws his inspiration from pop culture, like the iconic Heinz® Ketchup bottle, which he grew up with. Information on Burton Morris is available on the Heinz Ketchup Creativity™ Web site at www.KetchupCreativity.com/meet.aspx.