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## **HEINZ ANNOUNCES WINNERS IN KETCHUP CREATIVITY CONTEST**

*America has voted and 12 students squeeze out victory  
with winning Heinz® Ketchup packet designs*

**PITTSBURGH** — April 6, 2009 — The votes are in and 200 million Heinz® Ketchup packets will soon frame the picture-perfect designs of the 12 winners in the third annual Heinz Ketchup Creativity™ Contest. Celebrity Pop Artist Burton Morris and a panel of judges narrowed the field to 36 finalists from a record-topping 45,000 entries from students who dipped into their creative reserves to produce packet designs for America's Favorite Ketchup®.

“Heinz Ketchup is a beloved icon and these students have illustrated what it means to them with their fantastic artwork,” said Burton Morris. “I would encourage all of this year’s participants to continue to develop their artistic abilities — there’s no limit to what you can do!”

“We’re delighted with the response to this year’s contest and so excited for our 12 winners,” said Laura Reiser, associate brand manager for Heinz Ketchup. “And now Heinz Ketchup lovers throughout the U.S. will be able to see the students’ artwork on packets throughout schools and other foodservice venues in the 2009 – 2010 school year.”

### ***And the Winners are...***

- First Grade: Nia-Isabella Garza, Hudson Elementary School, Brownsville, Texas
- Second Grade: Marcela Salinas, St. Mary's Catholic School, Brownsville, Texas
- Third Grade: Julia Kilroy, St. Brendan School, North Olmsted, Ohio
- Fourth Grade: Molly Rollman, Holland Elementary School, Satellite Beach, Fla.
- Fifth Grade: Melissa Rueda, P.S. 20, Q., Flushing, N.Y.
- Sixth Grade: Sarah Wilkening, Russell Middle School, Omaha, Neb.
- Seventh Grade: Madeleine Layton, Antioch Middle School, Overland Park, Kan.
- Eighth Grade: Kerri Silbaugh, Monart School of Art, Washington, Pa.
- Ninth Grade: Tanner Seidel, Lincoln Northeast High School, Lincoln, Neb.
- Tenth Grade: Nathan Doverspike, Highlands High School, Natrona Heights, Pa.

- Eleventh Grade: Lindsey Freeman, West Shore Junior/Senior High School, Melbourne, Fla.
- Twelfth Grade: Bailey Smith, Byron P. Steele II High School, Cibolo, Texas

In addition to having their artwork reproduced on 20 million Heinz Ketchup packets each, the 12 winners also will receive a \$1,000 cash prize; their schools receive \$1,000 toward art supplies, a poster of the winning design and \$1,000 worth of Heinz Ketchup.

### **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, Boston Market® meals, T.G.I. Friday’s® snacks, and Plasmon infant nutrition. Heinz is famous for its iconic brands on five continents, showcased by Heinz® Ketchup, The World’s Favorite Ketchup®. Information on Heinz is available at [www.heinz.com](http://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 says he grew up with. Information on Burton Morris is available on the Heinz Ketchup Creativity™ Web site at [www.KetchupCreativity.com/meet.aspx](http://www.KetchupCreativity.com/meet.aspx).