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**HEINZ INVITES SCHOOLS TO MAKE A SPLASH
IN HEINZ KETCHUP CREATIVITY™ CONTEST**

Artist Burton Morris and America will help choose winning Heinz® Ketchup packet designs

PITTSBURGH (Jan. 7, 2009) – Calling all artists! America’s Favorite Ketchup® today announced that the search is on for the next designers of limited edition Heinz® Ketchup packets. Since 2006, the Heinz Ketchup Creativity™ Contest has attracted tens of thousands of colorful entries from students in grades one through 12 who imagined having their artwork appear on millions of single-serve Heinz Ketchup packets. This year’s exciting competition welcomes internationally renowned pop artist Burton Morris to the judges’ panel. Also for the first time, America will help choose 12 grand prize winners by voting online at www.KetchupCreativity.com.

“We are thrilled to have Burton Morris involved in the contest and to open the voting for America to choose their favorites,” said Laura Reiser, associate brand manager for Heinz Ketchup. “Morris creates art that is imaginative and uplifting – something all ages can relate to. He knows firsthand how instrumental programs like the Heinz Ketchup Creativity Contest can be to the learning process and inspire students to learn, grow and create.”

In addition to selecting the finalists, Morris will provide helpful online tips for students and teachers. “Everyone has creativity. And every child has potential,” says Morris, who is recognized for his colorful, high-energy artwork. “That’s why I am excited to have the chance to encourage kids to get involved in the Heinz Ketchup Creativity Contest. Art builds creativity.”

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The Heinz Ketchup Creativity Web site includes helpful tools for teachers such as grade-specific lesson plans and classroom activities that stress the benefits of eating nutritious foods. Students can learn about food and nutrition while they create their masterpieces. “We’re connecting art to learning about food in unique and colorful ways,” adds Reiser.

The 12 grand prize winners each will have their artwork reproduced on approximately 19.5 million Heinz Ketchup packets — more than 200 million combined, and displayed online on the Ketchup Creativity Web site in the winners’ gallery. The students also each will receive a \$1,000 cash prize. The winning schools will receive \$1,000 toward art supplies, \$1,000 worth of Heinz Ketchup and a framed poster of the winner’s artwork.

The contest kits and exciting tools can be downloaded at www.KetchupCreativity.com. Entries must be postmarked between January 5, 2009 and February 28, 2009. Online voting for the grand prize winners will run March 20 through March 25, and the winners will be announced on or around March 31, 2009. 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 and convenient 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® frozen entrées, Boston Market® meals, T.G.I. Friday’s® frozen 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.

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, in the Central Perk cafe. Known for creating high-energy, fun pieces, Burton Morris original artwork is featured in collections around the world and events such as the 76th Academy Awards, the 2006 Major League All-Star Baseball Game, the Paris World Cup Soccer Games, the 38th Montreux Jazz Festival, and the 2004 Summer Olympics. The artist draws his inspiration from pop culture, like the iconic Heinz® Ketchup bottle, which he says he grew up with. More information on Burton Morris is available in Meet the Artist on the Heinz Ketchup Creativity™ Web site at <http://www.KetchupCreativity.com/meet.aspx>.