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FROM ITALY'S BIRTHPLACE OF PASTA, GAROFALO BLENDS ARTISAN CRAFTSMANSHIP WITH THE FINEST RAW MATERIALS TO MEET NEW WORLD DEMANDS

Italy's Emergent Pasta Brand in the US Launches Integrated Campaign for their "Signature" Premium Line

NORWALK, CT, March 3, 2008 — Garofalo Pasta USA (www.garofalopasta.com) announced today a series of marketing initiatives that follow the success of increased distribution of their *Signature* line of pasta in key retail stores across the US. The fully integrated campaign will reach US trade and consumers through a mix of public relations, point of sale promotions, trade advertising and trade show participation. Hailing from Italy's birthplace of pasta, Gragnano, Garofalo has honed the art and skill of traditional Neapolitan pasta making over the last 200 years. This expertise, which few other Italian pasta producers available in the US can claim, combined with the efficiency of today's technology create unmatched pasta products.

"When we were developing our packaging for the *Signature* line we realized that the color and texture of the pasta were too beautiful to cover up and that the pasta, quite simply, spoke for itself," asserted Massimo Menna, President and CEO of Garofalo. In keeping with this belief that beautiful pasta sells itself, Garofalo *Signature* is packaged in clear cellophane, adorned only with the Garofalo signature of quality to showcase their impeccable aesthetic. The *Signature* line is comprised of 21 cuts that include three special cuts – *Calamarata*, *Pappardelle* and *Schiaffoni* – and 4 whole wheat cuts in addition to traditional mainstays such as penne rigate and spaghetti.

Already a top seller at Costco on the West Coast, the *Signature* line has recently gained traction with several key retailer chains including A&P and Food Emporium in the Northeast and Piggly Wiggly in the South and Midwest. The objective of the campaign is to leverage this success to expand Garofalo's footprint in the US. "US retailers and consumers are hungry for top quality Italian-made pasta at a competitive price. Garofalo fills that void and far exceeds taste and quality expectations," added Luca Bertozzi, US Spokesman for Garofalo.

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About Garofalo Pasta – www.garofalopasta.com

Garofalo *Signature* is the most delicious expression of Garofalo pasta, created in the Neapolitan tradition in the birthplace of pasta—Gragnano, Italy. Garofalo *Signature* is created from only the finest durum wheat sourced from across the globe by owner Massimo Menna. Durum wheat used to create Garofalo *Signature* must meet the highest standards for protein and gluten content and color quality to guarantee a product with superior aesthetic and flavor that will perform consistently whether prepared by a professional or home chef. The Signature line offers 21 traditional Neapolitan cuts, most of which are created using traditional bronze dies to ensure that the integrity of each cut's texture is preserved. The Triad Drying Process of adjusting drying length and temperature for each cut is also applied during production to ensure consistency and quality across all 21 *Signature* pasta offerings. Following production, Garofalo performs over 25 quality checks on each cut and runs all standard industry controls twice to ensure the best quality of its product.

About Gragnano

Gragnano's heritage as Italy's birthplace of pasta dates back to at least the 1500s. As is the case with most artisan products from Italy, pasta produced in Gragnano is a confluence of history, craftsmanship, ingenuity and geography. Nestled in the foothills of the Monti Lattari, an extension of the Apennine Mountains, Gragnano has harnessed over time the area's natural resources to create the perfect pasta. Before the arrival of heaters, pasta makers utilized a combination of a steady sea breeze and plentiful sunshine as a means to dry pasta. Via Roma, the wide principal street that cuts east-west, was designed to enable this breeze to flow unfettered. Natural springs provided untainted water for blending the dough and fast running streams powered the mills. In the 19th-century a railroad line was created that led directly to the port of Naples to facilitate export. In 1815 the first shipment bound for the US left Gragnano passing through the Panama Canal en route to Italian immigrant customers on the West Coast. Even with today's advances in pasta making technology, Gragnano still reigns as the home of Italian pasta in the modern era producing 10% of Italy's national pasta production.

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