

NEWS RELEASE

Media Contact: Amy Bagner abagner@duffyshanley.com 401-274-0001, ext. 437

DUFFY & SHANLEY TO HANDLE PUBLIC RELATIONS EFFORTS FOR U.S. MILLS, LLC

Providence, RI, May 20, 2009 – Duffy & Shanley today announced the addition of a new client, U.S. Mills, LLC, which markets the Uncle Sam® Cereal, Erewhon®, Farina®, New Morning® and Skinner's® Raisin Bran food brands. The agency will oversee the strategic development of public relations and marketing tactics to raise consumer awareness of the company's brands. Previously, Duffy & Shanley redesigned the U.S. Mills web site.

Duffy & Shanley will be tasked with implementing an integrated, national public relations campaign focusing on two of U.S. Mills' brands: Uncle Sam Cereal and Erewhon. Specifically, the agency will position Uncle Sam Cereal as ideal for people looking to eat a healthy diet; and will promote Erewhon gluten-free cereals to consumers with celiac disease. U.S. Mills' work with Duffy & Shanley expands the company's targeted marketing initiatives.

"U.S. Mills is a strong addition to our consumer public relations practice," said Annette L. Maggiacomo, Vice President of Public Relations at Duffy & Shanley. "The company is incredibly committed to providing consumers with great-tasting, healthy food options. We look forward to further building awareness of their brands."

"We are excited to expand our relationship with Duffy & Shanley, as we were extremely pleased with the agency's creativity in general and specifically with their work on our Web site," said U.S. Mills' CEO Charles Verde. "The agency's solid track record of successful public relations programs made our decision to work with them in this capacity very easy."

About U.S. Mills

U.S. Mills, LLC is the Healthy Food Company for the whole family. The company is committed to providing consumers with cereals, oatmeals and snacks made with healthy, all-natural ingredients, organic if possible. Founded in 1908, U.S. Mills has over 100 years



of experience with healthy foods and lays claim to many firsts in the natural foods industry. Headquartered in Needham, MA, U.S. Mills markets its products under five heritage brands: Erewhon®, Farina®, New Morning®, Skinner's® Raisin Bran and Uncle Sam® Cereal.

About Duffy & Shanley

Based in Providence, RI, Duffy & Shanley is one of the largest independently-owned communication firms in New England. A fully-integrated, creative-led company, D&S is focused on developing and protecting emerging brands like Foster Grant, Safety 1st, Brahmin, Gevity HR, Magnivision, Staples and Kaspersky Lab.

###