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Seroka Retained by TH Foods Inc. for Communications Initiatives

Waukesha, Wis., February 17, 2010 – Seroka, a full-service marketing and public relations firm that serves a nationwide client base, announced today it has been retained by TH Foods Inc., a food manufacturer based in Loves Park, Ill., to develop social media communications and other marketing initiatives for its Crunchmaster® brand.

Known for their crunch and great taste, Crunchmaster® Crackers are baked, whole-grain, all-natural crackers that are gluten free, cholesterol free, low in sodium, low in saturated fat and have zero grams of trans fat.

“Because our Crunchmaster brand is uniquely positioned as a great-tasting, certified gluten-free food, we were interested in increasing our marketing efforts to better connect with the gluten-free community,” said Jim Garsow, Director of Marketing and Innovation for TH Foods. “We look forward to developing stronger, interactive relationships with our consumers, and our partnership with Seroka will provide the strategic planning and creative approach that will lead to achieving our goals.”

TH Foods’ mission is to create and market products that provide solutions for consumers interested in living “Lifestyles of Health and Sustainability.” The company strives to bring innovative, authentic, “Better for You” balanced nutrition, rice-based crackers and snacks to North America. The company leverages their diverse culture and their unique, proprietary Japanese rice baking techniques to create products with the “best of both worlds” in mind; traditional rice snacks from the East combined with tempting taste sensations from the West.

“With its unique baking process and quality ingredients, TH Foods offers a line of snack crackers that appeal to the many people seeking all-natural, gluten-free foods that taste great,” said Patrick Seroka, President and CEO at Seroka. “The social media communications plan we’ve developed will increase awareness of Crunchmaster Crackers’ many health-related benefits, and strengthen the company’s position as a leading, innovative maker of nutritious snacks.”

TH Foods is a leading manufacturer in the snack food industry offering a wide array of sesame, corn and rice snack products and is known worldwide for its innovative snack products, including the Crunchmaster brand. More product information is available at www.crunchmaster.com.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 262-523-3740 or 1-866-379-0400, or visit www.seroka.com.

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