

For Immediate Release

## **HOUSE FOODS AMERICA TEAMS UP WITH DREAMWORKS ANIMATION'S *KUNG FU PANDA 2* TO LAUNCH FAMILY FRIENDLY PROMOTIONAL CAMPAIGN**

### **Alliance Brings Kung Fu Panda Branded Tofu to Supermarkets Nationwide**

Garden Grove, California, April 12, 2011— House Foods America, tofu specialists since 1983, announces the launch of a new family friendly promotional campaign in conjunction with DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) upcoming theatrical release of *Kung Fu Panda 2* on March 26, 2011. This alliance allows America's leading tofu producer to feature Po and the Furious Five in promotions for its product line.

"*Kung Fu Panda 2* and Po are a natural, organic fit for the House Foods' product line. The film, featuring the food-loving panda, is a great way to introduce families and kids to tofu and its myriad health benefits," said Yoko Difrancia, marketing supervisor at House Foods America Corporation. "With the help of Po, the Panda Warrior as our latest ambassador, we are excited to share Asia's two thousand year-old tofu tradition with a new audience."

"In DreamWorks Animation's *Kung Fu Panda* movies, Po grew up working in his family's tofu and noodle shop, where he is now a legend. We are thrilled to partner with House Foods America on such an innovative program that allows parents to bring *Kung Fu Panda* home to the kitchen through this great product line of tofu and other food items," said Susan Spencer, Head of National Promotions and Marketing Services for DreamWorks Animation.

The House Foods' *Kung Fu Panda 2* campaign kicks off on April 17 with a nationwide FSI newspaper coupon ad and the launch of a microsite ([www.kungfutofu2.com](http://www.kungfutofu2.com)) that is inspired by the world of *Kung Fu Panda 2*, while promoting the benefits of tofu. The site will feature a sweepstakes to win a trip for four to China, "tofupedia," tofu advice from a registered dietician, cooking tips, and recipes for the entire family.

House Foods plans to release limited edition packaging of Kung Fu Panda 2 branded Premium and Organic Tofu, featuring Po, the main character in the film. Print and online ads scheduled to run in April and May include *CookingLight.com*, *Supermarket News*, *Chopsticks*, *Edible SF*, *Edible East Bay*, and *Edible Sacramento*.

Outdoor ads will run the week of April 18 for four weeks on the New Jersey Lincoln Tunnel billboard, Manhattan Grayline buses, the San Francisco Bay Bridge and the Oakland/East Bay Highway 880. Phase two of the campaign is scheduled to take place in the fall during the

DVD release of *Kung Fu Panda 2*. During this phase, House Foods' Mabo Tofu Sauce mix will also have special *Kung Fu Panda 2* packaging.

“By positioning tofu as a nutritious, powerful food that keeps warriors such as Po and the Furious Five kung fu ready for any adventure that comes their way, we hope families and kids nationwide discover tofu’s potential as a superfood,” said Ms. Difrancia.

#### **About House Foods America**

Tofu specialists since 1983, House Foods America Corporation (HFAC) is dedicated to bringing you the most affordable, highest quality and widest range of the freshest Tofu products. House Foods America uses only non-genetically modified (non-GMO) soybeans grown in North America. In a taste test conducted by the San Francisco Chronicle, House Foods Tofu was rated #1 and described as “creamy,” “tender” and “fresh-tasting”. For more information visit [www.house-foods.com](http://www.house-foods.com)

#### **About DreamWorks Animation**

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the “100 Best Companies to Work For” by FORTUNE® Magazine for three consecutive years. In 2011, DreamWorks Animation ranks #10 on the list. All of DreamWorks Animation’s feature films are now being produced in 3D. The Company has theatrically released a total of 21 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*.

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