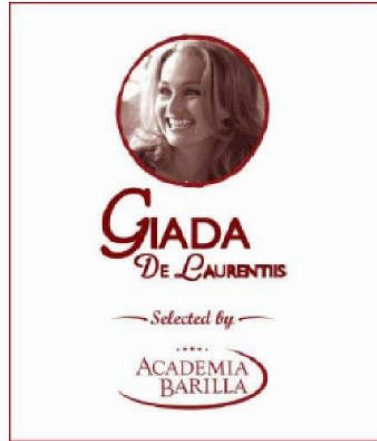




L'ARTE DELLA GASTRONOMIA ITALIANA

## INGREDIENTS FOR SUCCESS



Academia Barilla, part of the global Barilla group, was created in 2002. Its mission is to protect, promote and develop authentic Italian culture and cuisine throughout the world. Accomplishing this in many ways, Academia Barilla's portfolio includes a state-of-the-art culinary center in Parma, Italy; a premium range of best-in-class Italian food products; luxury gastronomic tours of Italy's Food Valley; one of the largest food libraries and historic menu collections in the world; and most recently, a partnership with celebrity chef **Giada De Laurentiis**. Academia Barilla and Giada De Laurentiis have joined together to create a limited range of co-branded gourmet food items for distribution in upscale retail specialty stores.

Giada De Laurentiis is the granddaughter of famed Italian movie producer Dino De Laurentiis and legendary actress Silvana Mangano. She is a celebrity chef, host of 2 television shows on the Food Network, co-host of NBC's Today Show and author of 3 New York Times best-selling cookbooks, with two and half million copies in print. Her most recent book, entitled *Everyday Pasta*, was released in April 2007.

Giada was the spokesperson for the Barilla groups U.S. pasta division, appearing in print ad campaigns across the country for the past two years. Her ongoing relationship with the company through Academia Barilla is best described as a "natural fit," as both are dedicated to the love of traditional Italian cooking with the best products and ingredients available.

Giada worked closely with Academia Barilla to personally select the very special product line. Phase One will include Italian Extra Virgin Olive Oil, Balsamic Vinegar of Modena, Sicilian Hand-Harvested Sea Salt with Fresh Lemon Zest, and Giada's Tuscan Herb Mix. The line is scheduled to launch by December 2007.

For more information, please contact Academia Barilla at 866.77.ACADEMIA or 847.405.7524.

Academia Barilla S.p.A.

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