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**AMERICA'S EGG FARMERS LAUNCH  
NEW INCREDIBLE EDIBLE EGG™ ADVERTISING CAMPAIGN FOCUSING ON "BODY AND MIND"**

**Park Ridge, Ill. (Feb. 3, 2009)** – America's egg producers are unveiling "Incredible People," a new integrated advertising campaign in support of the incredible edible egg™. The campaign reminds Americans that the all-natural, high-quality protein in the eggs they love provides them with the energy they need for both body and mind.

"Research shows that there are important cognitive benefits of eating breakfast, especially for children," said Kevin Burkum, senior vice president of marketing for the American Egg Board, a nonprofit marketing organization funded by America's egg farmers. "Moms told us that when it's an important day for their kids in school, such as a test day, they make it a point to serve their kids eggs for breakfast because they help them feel more satisfied and energized throughout the day. This new ad campaign demonstrates how eggs can provide the body and mind energy needed to accomplish the incredible any day of the week."

**Introducing "Incredible People"**

The American Egg Board (AEB) conducted an extensive search for people with real, unique talents that exhibit extraordinary body and mind skills and discovered Luci Romberg and Luke Myers, who are featured in the ads along with an iconic prop – a 1960's "egg chair."

Luci Romberg, age 27, is a free runner – a physical art focused on freedom and beauty in which participants perform acrobatic movements through urban and rural areas. She is also a martial artist, Hollywood stunt woman and National Champion gymnast. In the television ad, Luci free-runs, scaling rooftops like a superheroine. Luke Myers, 14, is a world champion sport stacker – an activity in which individuals and teams stack plastic cups in a variety of sequences while racing the clock. Luke will be competing at the World Championships in April 2009, where he will be defending his World Record of stacking 12 cups in three different formations in less than seven seconds. While filming his television ad, Luke actually broke his most recent record for sport stacking.

Created by Grey New York, the advertising will appear in a variety of television, magazine and online media outlets, including:

- "Good Morning America," "Today" and "The View"
- *Woman's Day*, *Weight Watchers*, *Parents* and *People* magazines
- Yahoo.com, FoodNetwork.com and Weightwatchers.com

"The centerpiece of the campaign is the visual image of real people – people like you and me – doing incredible things with their bodies and minds, to demonstrate how eggs keep them going all day long," says Ken Dowling, executive vice president, group director at Grey New York. "The new campaign is a creative, contemporary and relevant way to visually show the many incredible benefits of eating eggs. To us, the line, 'if you want to be incredible, eat incredible,' says it all."

### **“Incredible People” Online**

To coincide with the new advertising campaign, the American Egg Board is also unveiling an “Incredible People” section on its Web site, [www.incredibleegg.org](http://www.incredibleegg.org), which spotlights more real-life incredible stories. Along with viewing featured “Incredible People,” visitors to the Web site can share their own incredible stories and comment on other user-submitted accounts. The Web site also offers egg nutrition and cooking tips, along with quick and easy-to-prepare egg recipes.

To see the new advertising and check out “Incredible People,” visit [www.incredibleegg.org](http://www.incredibleegg.org).

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### **About the American Egg Board (AEB)**

AEB is the U.S. egg producer's link to the consumer in communicating the value of The incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit [www.incredibleegg.org](http://www.incredibleegg.org) for more information.