

Wonderful Pistachios Launches the Second Year of Get Crackin' Campaign

Featured Celebrities and Internet Sensations Revealed During World Series

LOS ANGELES (October 27th, 2015) – Today, on the opening day of the World Series, Wonderful Pistachios announces the return of the Get Crackin' campaign that highlights unique and humorous ways to crack open a pistachio.

Wonderful is bringing back fan favorites Lauren Caitlin Upton from the “Does It Without a Clue” spot and Wee-Man from the “Does It Dangerously” spot to kick off the campaign. Joining them, the cast of top celebrities, athletes and internet sensations will include Rod Bladjogevich, Illinois governor and celebrity apprentice star, Nicole “Snooki” Polizzi of *Jersey Shore*, Chad Ochocinco, NFL Cincinnati Bengals wide receiver, the YouTube sensation “Keyboard Cat” and characters from the Charles M. Schultz’s *Peanuts* movie.

“We couldn’t be more excited to re-launch the campaign. Get Crackin’ captures the individuality of our favorite pop culture icons, and this year’s cast has someone for every type of pistachio lover” says John Doe, Wonderful Pistachios Marketing Rep.

The TV spots will make their debut during the World Series and continue to air during hit shows including *30 Rock*, *Big Bang Theory*, *Grey’s Anatomy*, *Modern Family* and *Monday Night Football*. The cast members will bring their own unique personalities to the campaign.

- **Rod Bladjogevich**, Illinois Governor/Celebrity Apprentice star, “Does It Innocently.” While sitting innocently at a desk, a man slides a suspicious briefcase in front of Rod. He looks at the brief case apprehensively and opens it carefully. Thousands of pistachios cascade from the brief case. He grabs one, winks at the camera and cracks it open.
- **Nicole “Snooki” Polizzi**, Jersey Shore star, “Does It With UV Rays.” Snooki stands next to a tanning bed wearing a green and black monokini. After flashing her signature smile, she bends down and cracks the pistachio open with the lid of the tanning bed and grabs it with her acrylic nails.
- **Chad Ochocinco**- NFL Cincinnati Bengals wide receiver “Does It In The Endzone.” After performing his signature post-touchdown routine of kneeling in the endzone, he pops up and shows off the dances that won him a fourth-place finish in *Dancing With The Stars* and victoriously cracks his pistachio.
- **Keyboard Cat** “Does It Purrrrrrfectly.” While tapping his signature tune on the keyboard that earned him 12 million YouTube views, Keyboard Cat cracks open a pistachio on one of the piano keys.
- **Lucy** from the Charles M. Schultz’s *Peanuts* movie “Does It For Kicks.” In the style of the classic running gag of Lucy taunting **Charlie Brown** with the football, Lucy sets up the big kick for Charlie Brown with a pistachio. When she pulls the pistachio away, causing him to fall down, he lands on the pistachio and cracks it open with his head.

The Wonderful Pistachios brand features upscale, premium packaging and a bold contemporary look, appealing to a sophisticated, health-conscious consumer. Wonderful Pistachios are grown in Lost Hills, California by Paramount Farms, part of Roll International Corporation. For more information about Wonderful Pistachios or the Get Crackin' campaign, visit www.wonderfulpistachios.com or www.getcrackin.com.