



**Heinz / Amoy appoints Mobile Generation for online & mobile campaign
Amsterdam, 7th July 2010**

Heinz has appointed Mobile Generation to develop a new online-, mobile- and social media campaign for Amoy.

Amoy is a household brand in Hong Kong and a fast grower in the Asian food segment in the Netherlands.

Under the theme "The Real Taste of Asia", Amoy will launch an integrated campaign using TV commercials, mobile marketing and social media.

The campaign has kicked-off with an intensive mobile banner campaign on all major Dutch mobile titles of publishers Sanoma (mobile site and iPhone applications of nu.nl, NuSport, startpagina.mobi, etc.), Telegraaf Mediagroep (mobile site and iPhone apps on Telegraaf and Spits) and Ster (mobile sites on NOS, 3FM, etc.). The banners link to the mobile site of Amoy (www.amoy.nl from smartphone) where users can find the trendiest Asian places in the Netherlands and Hong Kong and other information. Furthermore, consumers can register for a recipe of the day (free delivery via SMS or e-mail) and participate via a mobile interaction platform in a sweepstake for a trend-watching long-weekend in Hong Kong.

Next to the mobile campaign, the online and social media "widget" campaign, which continues to develop the theme "The Real Taste of Asia", will take off later this month.

For more information you can contact:

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