

Savvy Marketing Group completes Marketing Audit for House-Autry Mills *Makes Recommendations for 200 year old regional brand*

RESEARCH TRIANGLE PARK, N.C. - May 17, 2010 Savvy Marketing Group announced that the firm recently completed a marketing audit for House-Autry Mills. The firm was seeking outside counsel to help them expand their regional presence. "The choice of Southern cooks since 1812", House-Autry is a leading regional brand for breaders, cornmeal, and mixes.

"During a business review of our key brands, we read Savvy Marketing Group's published framework and decided quickly to engage them to audit our business," said Craig Hagood, President of House-Autry Mills. "The Savvy team rapidly grasped the dynamics of our category, thoroughly analyzed our business and marketing plans, and made actionable recommendations to help us allocate our marketing dollars more effectively.

"In addition, Savvy identified the additional resources needed to achieve long-term growth for the House-Autry Mills franchise. We were pleased with our engagement and look forward to continuing to work with Savvy Marketing Group."

"We leveraged our expertise in consumer brand management as well as our 12 step marketing process to audit their business," said Grace W. Ueng, Founder and CEO of Savvy Marketing Group. "We provided their team with recommendations to grow their business in light of category conditions."

About Savvy Marketing Group

Founded in 2003, Savvy Marketing Group , LLC is a leading consulting firm, headquartered in Research Triangle Park, NC, that uses proven methodologies to help new ventures within Fortune 500 companies as well as later stage ventures maximize their chances for success. Savvy Marketing Group principals each have extensive industry experience and collectively serve the technology, healthcare, consumer, education, and financial/business services sectors offering Resolute Ventures[™] and Chief and Crew for Hire[™] services.