



For Immediate Release

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Justin's Signs National Agreement with Presence Marketing/Dynamic Presence

Boulder, Colorado-based natural foods manufacturer partners with leading food and beverage marketing company to expand distribution and grow the Justin's brand

BOULDER, Colo. (May 12, 2010) - [Justin's](#), a pioneer in the all-natural and organic nut butter industry, today announced they will be nationally represented by [Presence Marketing/Dynamic Presence](#), the leading sales and marketing brokerage firm in the natural and conventional food industries.

"We are honored to be nationally represented by Presence," says Lance Gentry, president of Justin's. "PMI/DPI's professional success and dedication to their products has already resulted in significant growth of our top line. Furthermore, this relationship will get us one step closer to our founder's vision of 'global nut butter domination.'"

With over 20 years in business, Presence Marketing/Dynamic Presence, based in South Barrington, IL, has six offices across the US, supporting over 275 employees. PMI/DPI currently represents many of the top brands in the natural foods industry and has grown substantially over the past decade.

"The products we represent and companies we align ourselves with are carefully chosen and recognized as leaders in their class," says [Bill Weiland](#), president and CEO of Presence Marketing/Dynamic Presence. "Justin's is a perfect complement to our team's roster of unique and highly-desirable products and we are thrilled to help them to achieve their goals."

Presence Marketing/Dynamic Presence has been working on a regional level with Justin's since 2009 and now represents all regions of the US for the Justin's brand at conventional and national grocery.

About Presence Marketing/Dynamic Presence:

Presence Marketing/Dynamic Presence is poised to compete in today's rapidly growing market. Over the years they have successfully built sales and partnerships within the natural and conventional grocery channels. Their many years of experience in the industry, coupled with their high energy, strong standards and vision, allows them to help their vendors build and maintain a strong market position through a myriad of retail, wholesale and manufacturer services. For more information please visit: www.pmidpi.com.

About Justin's:

Justin's is the premier nut butter company on the planet manufacturing organic and natural nut butters using a small batch, proprietary grinding process. Justin's began in 2004 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food

stores in Boulder, Colo. Today, Justin's is available nationally at fine retailers including: Whole Foods Markets, Safeway, Jewel-Osco, Delta, Northwest, JetBlue, King Soopers, HEB, City Market and many more. Justin's is available in 16oz jars, 1.15oz squeeze packs and .5oz squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. For more information please visit: www.justinsnutbutter.com.

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