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DUKE MARKETING WINS NEW BUSINESS FROM A.G. FERRARI FOODS

San Rafael, Calif. – July 22, 2002 – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from A.G. Ferrari Foods, the authentic Italian food company in San Leandro. A.G. Ferrari has retained Duke Marketing to provide marketing and promotions for their upcoming website re-launch, in-store promotions, and their holiday catalog, along with other marketing consulting.

“Duke Marketing was very in tune with A.G. Ferrari, our concept and messaging, so we knew the projects would be done on target,” said Adrienne De Angelo, Director of Communications for A.G. Ferrari Foods. “Linda Duke is like having another arm!”

Duke Marketing specializes in multi-location marketing and currently A.G. Ferrari’s operates 13 stores in the Bay Area. Besides A.G. Ferrari’s retail locations, they are planning an aggressive online marketing campaign for the re-launch of their website in September.

“We are so excited about working with A.G. Ferrari,” stated Linda Duke, CEO and Principal of Duke Marketing.” “Their products and concept are fantastic and we plan to provide some great ideas to boost their online and offline sales.”

Duke Marketing provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and public relations.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations all over the world. She has negotiated media in foreign markets, nationally and on a regional and local level. She has completed results-oriented business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah’s Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation to name a few. She is an adjunct professor at Golden Gate University San Francisco School of Business where she teaches Advertising Strategy, and also teaches “Marketing Management” and “Marketing Research” periodically at Sonoma State University.

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About Duke Marketing™

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at info@dukemarketing.com the Company's web site is located at www.dukemarketing.com.

About A.G. Ferrari Foods

A. G. Ferrari Foods (formerly Ultra Lucca), with thirteen Italian specialty food shops in the Bay Area, is dedicated to carrying on the 100 year-old Ferrari family tradition of providing authentic and delicious Italian food to their customers. Today, A. G. Ferrari Foods is run by Paul Ferrari, grandson of Annibale ("Ah-NEE-ba-lay") Giovanni Ferrari, the stores' original 1919 founder.

A. G. Ferrari Foods is a marketplace of Italian flavors. A wide selection of prepared foods, freshly made in the A. G. Ferrari Foods kitchens, include seasonal salads, pastas, soups, sauces, sandwiches, and entrees. A grocery section features a variety of imported Italian specialty products including vinegars, oils, dried pastas, confections, and wines, many of which are exclusively or directly imported by A. G. Ferrari Foods. All the different regions of Italy are represented, each with its own signature ingredients and flavors.

For more information see www.agferrari.com or call (800)335-5090

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