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Heinz.com Redesign Provides New Digital Front Door for the World's Original "Pure Food Company"

Heinz Web Site Highlights the Company's Global Reach and Commitments to Quality, Health & Wellness and Sustainability, Ketchup Widget Allows Consumers to "Squeeze" Messages to Friends

PITTSBURGH--([BUSINESS WIRE](#) ^[2])--The H. J. Heinz Company (NYSE: HNZ) today announced the launch of its new global corporate Web site, www.heinz.com ^[3]. The redesigned Web site provides a global gateway for consumers, shareholders and media to rediscover Heinz and its array of iconic, global brands. Comprehensive new content along with advanced Web 2.0 technologies, improved search functionality and an intuitive site structure enhance the user experience and make it easy to find valuable information about the Company.

"At any given moment Heinz products are delighting consumers across the globe. Similarly, we want the new Heinz.com to be a resource that consumers, shareholders and prospective employees will turn to regularly for information about our Company and our brands as well as for tools and tips for leading a healthier lifestyle," said William R. Johnson, Heinz's Chairman, President and Chief Executive Officer.

The content on www.heinz.com ^[3] is segmented into four key areas: Health & Wellness, Our Foods, Our Company and Sustainability.

Heinz Heritage of Health & Wellness

Since its early days as "The Pure Food Company," Heinz has produced nutritious products that contribute to a healthy lifestyle. The Health & Wellness section on Heinz.com includes:

- Tips for achieving nutritionally balanced meals

- Interactive videos and tools for healthy living, including a body mass index calculator
- Nutritional highlights for many Heinz products
- Information on Heinz foods that meet specific dietary needs, including gluten-free, low-sodium and kosher products

Discover the World of Heinz

People all over the world choose Heinz because our foods make mealtime an uncommonly good experience. The Our Food section introduces visitors to a sampling of the Heinz global pantry of iconic brands and products that are sold in more than 200 countries. In the United States, Heinz is as synonymous with Ketchup as Ore-Ida® is with potatoes. In the United Kingdom, “Beanz Meanz Heinz.” In New Zealand, one of every 10 grocery food dollars is spent on Wattie’s® products. In Canada, moms trust Heinz to provide them with a full range of infant feeding products to accommodate their baby’s needs at every stage; and in Indonesia, ABC® is the leading brand of soy sauce.

Other Our Food section highlights include:

- Recipes featuring Heinz foods from around the globe
- Downloadable desktop backgrounds featuring favorite Heinz products
- Global brand advertisements and videos

A Look around Our Company

The Our Company section features a rich overview of Heinz, its heritage, career opportunities and investor relations tools. Features include:

- An interactive timeline that takes visitors on a virtual adventure through Heinz’s history
- A sampling of Heinz career paths and a tool to search for open positions at Heinz
- Employee video testimonials
- Real-time Heinz stock updates and RSS feeds of financial news

Building a Sustainable Future

Sustainability is a key ingredient at Heinz. Visitors to the Sustainability section of Heinz.com can learn about Heinz's sustainability goals and initiatives, including the HeinzSeed program, which promotes sustainable agriculture in developing nations, and the Heinz Micronutrient Campaign, aimed at combating global vitamin and mineral deficiencies.

Heinz® Ketchup Widget

Visitors to www.heinz.com ^[3] can download a Heinz® Ketchup widget to "squeeze" messages to their friends. Designed to post to a variety of social networking sites, the Ketchup widget is a fun way for Heinz consumers to interact with each other.

For additional information or to explore the site in its entirety, please visit www.heinz.com ^[3].

sunKING Digital

Heinz partnered with sunKING Digital to develop and launch the new www.heinz.com ^[3] Web site. Headquartered in Pittsburgh, sunKING is a digital marketing agency that specializes in offline, online and viral marketing, digital advertising campaigns, Web sites and traditional advertising. The company produces all of its work in-house. Writers, designers, planners, filmmakers, researchers, artists and developers are all on staff to develop digital solutions for its clients. For more information, please visit www.sunKINGdigital.com ^[4].

SAFE HARBOR PROVISIONS FOR FORWARD-LOOKING STATEMENTS:

This press release and our other public pronouncements contain forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally identified by the words "will," "expects," "anticipates," "believes," "estimates" or similar expressions and include our expectations as to future revenue growth, earnings, capital expenditures and other spending, dividend policy, and planned credit rating, as well as anticipated reductions in spending. These forward-looking statements reflect management's view of future events and financial performance. These statements are subject to risks, uncertainties, assumptions and other important factors, many of which may be beyond Heinz's control, and could cause actual results to differ materially from those expressed or implied in these forward-looking statements. Factors that could cause actual results to differ from such statements include, but are not limited to:

- sales, earnings, and volume growth,

- changes in estimates in critical accounting judgments and changes in laws and regulations, including tax laws,
- the success of tax planning strategies,
- the possibility of increased pension expense and contributions and other people-related costs,
- the potential adverse impact of natural disasters, such as flooding and crop failures,
- the ability to implement new information systems and potential disruptions due to failures in information technology systems,
- with regard to dividends, dividends must be declared by the Board of Directors and will be subject to certain legal requirements being met at the time of declaration, as well as our Board's view of our anticipated cash needs, and
- other factors described in "Risk Factors" and "Cautionary Statement Relevant to Forward-Looking Information" in the Company's Form 10-K for the fiscal year ended April 30, 2008.

The forward-looking statements are and will be based on management's then current views and assumptions regarding future events and speak only as of their dates. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by the securities laws.

About Heinz

H. J. Heinz Company, offering "Good Food Every Day" is one of the world's leading marketers and producers of healthy and convenient foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or "on-the-go." Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® frozen entrees, Boston Market® meals, T.G.I. Friday's® frozen snacks, and Plasmon® infant nutrition. Heinz is famous for its iconic brands on five continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®. More information on Heinz is available at www.heinz.com [3].