



FOR IMMEDIATE RELEASE

Picasso's Rallies Suppliers' Support for Community Project International and National Companies Assist Local Community Outreach Program

Irwindale, CA. (October 23, 2009) – Picasso's Café, Bakery and Catering Company, the exclusive caterer and food sponsor for City of Hope's Los Angeles Walk for Hope to Cure Breast Cancer in Duarte on October 25, has received commitments from Direct Pack Inc/PMC Global, Starbucks Coffee Foodservice, Sysco LA, Frito Lay, Hilton Garden Inn, Access Group, the Individual Group, Fresh Choice Produce, Hint® and the Baldwin Park Adult and Community Education Culinary School to support this year's Walk for Hope with the donation of products and volunteers. A family-owned and operated company, Picasso's is committed to its local community and has challenged its suppliers, partners and business associates to join in their efforts to support the fight against breast cancer.

"Generous donations like these enable us to increase our level of support and assist The City of Hope with an intensity we wouldn't normally be able to reach," said Vincent DeRosa, President, Picasso's Cafe, Bakery and Catering Company.

"With the upcoming launch of our official community outreach program, OPERATION PAINT, this is an exciting time for Picasso's. This showing of support along with these types of donations is essential to creating local scholarship programs and assisting with other community needs," said Marissa DeRosa-Buckisch, vice president, Picasso's Cafe, Bakery and Catering Company. "We are excited to be working with City of Hope and to invited our vendors, associates and customers to get more involved. It truly makes work more joyful to be able to give back."

"It's an honor to be able to work with a company so focused on community outreach and to be able to debut our newest product, the Bottle Box™, at this national event," said Craig Snedden, president, Direct Pack, Inc.

At the request of Picasso's, Hint will provide their refreshing, new Hint water to thirsty walkers at the event. "Picasso's is a stellar example of how a passionate, local company can impact a worldwide issue and we are very happy to support the cause in any way we can," said Kara Goldin, CEO and Founder of Hint, Inc.

"We're proud to support local businesses like Picasso's and the launch of their community outreach program," said Courtney Webb, assistant director, national events, City of Hope.

At Walk for Hope, over 9,000 survivors and supporters will travel on a 5k inspirational walk through the scenic City of Hope campus on Sunday, October 25. The event will feature live music, concessions from Picasso's Café, Bakery and Catering Company, giveaways and a Survivors' Pavilion, a dedicated area for those who battled breast cancer. Registration begins at 8 a.m. and 5k walk begins at 10 a.m. To register, donate or raise funds, visit www.walk4hope.org/la.

About Picasso's Café, Bakery and Catering Co.

As the community's largest local private catering company with over 20 years of business, Picasso's is focused on providing our guests with quality food products and events, consistent service at a competitive price. Picasso's commitment is to be an active, responsible leader in the community and to support the growth of the community. Picasso's is committed to express gratitude daily by being a shining example of the restaurant industry through catering donations, monetary sponsorships, volunteer work and support of local nonprofit groups and organizations and nationwide relief efforts. For more information, visit www.PicassosCafe.com

About Hint, Inc.

In 2004, Kara Goldin, a former AOL exec turned mother of 3 (now 4) found herself spending a lot of time in the grocery aisles and she quickly realized that beverages were heading in an unusual direction. Simple, all-natural foods were popping into most areas of the store, but in the beverage aisle it was all about functional claims. She saw drinks that could make her smarter, more energetic, calmer and more resistant to illness, but there was no good alternative to the juice and soda her family was drinking. Concerned about all the empty calories, but wanting to avoid sugar substitutes and preservatives, nothing on the shelf seemed quite right. Hint simply is lightly flavored essence waters that are all natural, zero calorie, zero preservative and great tasting. For more information, visit www.drinkhint.com

About Direct Pack Inc.

Direct Pack Inc., a subsidiary of PMC Global, Inc., is an integrated manufacturer of thermoformed products made from PET, PP and NatureWorks® (PLA) which are used uniquely to make Ingeo. Ingeo is a natural material for packaging made from plants instead of petroleum. DPI specializes in custom designed, environmentally sustainable packaging, for sales to Supermarket chains, QSR, food processors for bakery, fresh cut produce, deli and confectionery For more information, visit www.directpackinc.com.

About City of Hope

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org

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