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For immediate release:

McCain Foods USA turns to WFofR Online, LLC for final election push.

WFofR Online, LLC, a division of WFofR Inc., has been retained by McCain Foods USA to manage a politically inspired online advertising campaign. McCain Foods USA, Inc. is the U.S. division of McCain Foods Limited, the world's largest producer of French fries and potato products.

The campaign playfully ties to the upcoming presidential election and positions McCain potatoes as a candidate. The final push will run from October 22nd through the election.

WFofR Online will place the online advertising part of the campaign. The online media plan utilizes local media web sites to reach consumers in the places they turn to for their daily news, traffic and weather with a fun, politically inspired message about McCain Foods' products.

The political parody extends to online marketing efforts with the launch of the McCain '08 web site, <http://www.mccainpotatoes.com/>, encouraging consumers to "go for the blue bag." Consumers can view video from acclaimed comedian and impersonator Frank Caliendo's "spud speeches" as well as get the latest product news from "The Other McCain Campaign."

"This is all about driving awareness for the McCain Foods brand. We want people to know McCain Foods has a lot of unique and different products that people should take a look at. Three of the interesting products are McCain Smiles, McCain Crinkle Cut Sweet Potato Fries and McCain Popcorn Potatoes" says Kevin Burdett, Director of Retail Marketing for McCain Foods USA.

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