



**For Immediate Release:**

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## **Greenstone/Fontana Stirs Up LiDestri Foods Line of Pasta Sauces**

Ronkonkoma, New York, April 19, 2006 ... Greenstone/Fontana has been awarded the \$2 million advertising account for Francesco Rinaldi Pasta Sauce, the brands' line includes Traditional, Organic and Premium sauces. This award comes on the heels of Greenstone/Fontana landing the \$9 million national advertising account for LiDestri Foods' Santa Fe Packaging Company's Salsa and Con Queso brand.

Michael Imbasciani will manage the account. He recently joined Greenstone/Fontana as Vice President Sr. Account Manager.

"Greenstone/Fontana's work to date on the salsa account has made it easy to move the Francesco Rinaldi brand to the agency," said Edward P. Salzano, Executive Vice President and Chief Operating Officer of LiDestri Foods.

Greenstone/Fontana will launch a television and FSI campaign as well as work in concert with the Disney organization on its continued partnership with LiDestri Foods to promote such releases as "Lady and the Tramp", "Dumbo", and "The Wild".

LiDestri Foods, headquartered in Fairport, New York, is the largest privately held manufacturer of pasta sauces and salsas in the United States.

Greenstone/Fontana is recognized as a preeminent advertising agency and one of the largest media buying services on Long Island. It provides award-winning advertising to national and regional businesses.

Greenstone/Fontana is headquartered at 111 Gary Way, Ronkonkoma, New York 11779. For more information, visit [www.greenstonefontana.com](http://www.greenstonefontana.com) or phone (631) 588-5900.