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STARKIST'S® CHARLIE® CONCEDES RACE TO BECOME PRESIDENT OF 360-DEGREE UNDERSEA CHARLIE'S WORLD

After months as the alTUNative candidate, Charlie® accepts role as President of Charlie's® World and invites fans to "dive" in

PITTSBURGH, Pa. – November 23, 2016 – StarKist® announced today that Charlie® the Tuna, the alTUNative 2016 Candidate, is leaving the world of high stakes politics behind so he can do something even bigger: become the President of Charlie's® World—a 3D undersea adventure filled with videos, activities for kids, tips for busy moms and plenty of recipes! Using innovative 360-degree technology, fans will be immersed into this new [digital water oasis](#). By simply moving the mouse or mobile device, consumers will be able to navigate, play and engage with the separate sections of the microsite to discover all the fun and flavor StarKist has to offer.

"To Charlie's® loyal supporters, don't be sad or disappointed. Charlie always had a vision: provide options to consumers in order to keep meals and snacks from being the same old, same old," Andy Mecs, Charlie's® campaign manager and Director of Marketing and Innovation at StarKist®, said. "Charlie® did what he set out to do: he brought levity to this Presidential campaign with a focus on a bit of humor and delicious recipes. But, now, he has found a more appropriate job as President of his own undersea world!"

This year, Charlie® decided to become America's alTUNative candidate, with the goal of making the Presidential election more focused on great taste. But his qualifications were more suited to rule the ocean floor so he is bringing his Presidential platform beneath the waves. About 71 percent of the Earth's surface is water-covered, so Charlie's® new position is even bigger than being the POTUS.

Sallie, his official swimming mate, and VP hopefuls, Wally and Otto (who were appointed members of his cabinet), have all found a place in Charlie's® World – along with many more of Charlie's® finny friends!

The best news of all: Charlie® invites everyone to visit this new world and dive into a tasty 360-degree experience.

About StarKist®:

StarKist® Co. is a food company that is focused on healthy, shelf-stable seafood products in the United States. An industry innovator, StarKist® was the first brand to introduce StarKist® single-serve pouch products, which include Tuna Creations®, Salmon Creations®, Kid's Creations™ and Gourmet Selects®. As America's favorite tuna, StarKist® represents a tradition of quality, consumer trust and a commitment to

sustainability. StarKist's® charismatic brand icon, Charlie® the Tuna, swam into the hearts of tuna fans in 1961 and is still a fan favorite today. StarKist® Co. is a subsidiary of the Dongwon Group.

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