



McCormick Realigns Communication Organization

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SPRINGFIELD, Mo., Jan. 07, 2011 (BUSINESS WIRE) --

In an effort to strengthen global communications efforts, McCormick and Company, Incorporated (NYSE:MKC) recently announced a series of organizational changes.

Lori Robinson has been appointed Vice President - Corporate Communications, Corporate Branding and Culinary Marketing. This new global communications function has been created to strategically align McCormick's consumer and corporate messages to key audiences. Ms. Robinson is also responsible for the U.S. Consumer Products Division (USCPD) digital strategy. Most recently Ms. Robinson was Vice President of Marketing for McCormick's USCPD. She joined McCormick in 2001 and held a series of marketing positions with McCormick's USCPD. Most recently she led the company's efforts in social media and online advertising. The Health and Wellness Initiatives Campaign as well as launches for Recipe Inspiration® and Perfect Pinch®.

A graduate of Brown University, Ms. Robinson received an MBA from the University of Chicago.

In a related move, former Vice President of Corporate Communications and Community Relations, John McCormick has assumed a new position as Vice President Government Relations and Community Affairs. Mr. McCormick will be McCormick's primary community representative and contact to the legislature both in Annapolis and Washington, DC. McCormick has been with the company for more than 41 years primarily serving in sales positions, both domestically and internationally.

Mr. McCormick is a graduate of the University of Richmond and received an MBA from American University. He is an emeritus member of McCormick's Multiple Management Board system.

In announcing these appointments, Chairman, President and CEO Alan Wilton said, "These new assignments will strengthen our efforts to share the exciting story of McCormick with a wide range of audiences. Their efforts help drive our objective to grow our business globally."

About McCormick

McCormick & Company, Incorporated (www.mccormick.com) is a global leader in flour, with the manufacturing, marketing and distribution of apices, seasonings, specialty flours and flourings in the entire food industry - retail outlets, food manufacturers and food service businesses.

Photos/Media Gallery Available: <http://www.businesswire.com/go/story.do?cid=4741217&lang=en>

SOURCE: McCormick & Company, Incorporated

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