



#### OLD BAY Brings Products to Life Through Blipper

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#### OLD BAY engages fans with fun, interactive games and unique recipes when they download Blipper™ on their smartphone and "blipp" OLD BAY packaging

SPRING, Md., Aug. 2, 2012 /PRNewswire/ – OLD BAY, the iconic seasoning synonymous with good times and traditions, is reaching out to fans across the country on a whole new level with the help of Blipper, a new smartphone and tablet application. By downloading Blipper and blipping OLD BAY logos or packaging, smartphone owners will come alive with 3-D interactive games including Whack-A-Crab and Duckyin Bowling and unique OLD BAY recipes such as snack mix, crispy wings, shrimp scampi and more.

OLD BAY's launch of Blipper is part of the "Summer of Baytogether," a regional celebration for those who love their hometown and will do anything to defend it. OLD BAY's usage of Blipper is the first use of this technology in the U.S. consumer products sector.

"OLD BAY is a brand that people are extremely passionate about," said Jill Pratt, vice president of marketing for McCormick & Company, Inc. (NYSE: MKC), parent company of OLD BAY. "Through Blipper, we are able to provide OLD BAY enthusiasts with engaging new digital content that allows them to further experience the brand. Blipper is extremely popular in Europe, and OLD BAY is proud to be the first consumer product to use it abroad."

**Download Old Bay Blipper through these steps:**

1. Download the free Blipper app from the App Store or the Android Marketplace: <http://www.blayay.com/download>
2. Point the smartphone or tablet camera at any OLD BAY can, logo or packaging, and blipp the OLD BAY image.
3. Upon blipping, users will be offered:
  - Unique OLD BAY recipes that are useful for home cooks and grocery store shoppers who are looking for dinner ideas.
  - Exclusive OLD BAY games such as Whack-A-Crab, Duckyin Bowling and Baltimore-centric trivia.

To honor the birthplace of the seasoning, OLD BAY fans in Baltimore are provided with exclusive opportunities to blipp:

- The OLD BAY Garage – OLD BAY turned a popular Baltimore parking garage into a giant can of OLD BAY weighing in at 82 tons. When blipped, users are instantly directed to the OLD BAY Whack-A-Crab game and unique OLD BAY recipes.
- "Summer of Baytogether" Cousins – Found in popular Baltimore taverns and restaurants, users who blipp the cousins will be directed to the OLD BAY Whack-A-Crab and Duckyin Bowling games and Baltimore-centric trivia. OLD BAY encourages social interaction and urges users to challenge friends, family and fellow dining patrons.

"OLD BAY is a great brand for us to showcase how Blipper can make a consumer product a source of marketing and consumer engagement" said Ambassador Miles, co-founder and chief executive officer of Blipper. "Through our partnership, we've created some really innovative games and brand interaction tools."

Other U.S. brands that have worked with Blipper on European marketing campaigns include Domino's Pizza and Nike. To watch a video demonstrating features of the OLD BAY Blipper campaign, visit <http://www.oldbay.com/amb37.com/OLD-BAY-Old-Bay-Blipper-campaign>

**About Old Bay:**

For more than 70 years, this distinctive blend of 18 herbs and spices has been a time-honored taste. Just as the recipe hasn't changed, neither has the iconic yellow and blue can. Once only enjoyed by a lucky few along the Chesapeake Bay, OLD BAY® Seasoning has gained fans all across the country. Best known as THE seasoning for shrimp, salmon, crab and other seafood dishes, these days, OLD BAY is used to flavor hamburgers, chicken, pizza, pasta, vegetable dishes and more. OLD BAY® Seasoning is also available with 30% less sodium and has been the inspiration for 14 additional offerings. For information, recipes and the OLD BAY online store, visit [www.oldbay.com](http://www.oldbay.com) and [www.baltimore.com/oldbay](http://www.baltimore.com/oldbay)

OLD BAY is one of McCormick & Company's (MKC) portfolio brands. As the leading global supplier of innovative flavor solutions, McCormick has built a portfolio of leading flavor brands that enhance people's enjoyment of food all around the world. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings Passion to Flavor™

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