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## HOSTESS BRANDS EXPANDS AGENCY DUTIES WITH BERNSTEIN-REIN

KANSAS CITY, MO. — Independent marketing and communications firm Bernstein-Rein adds to its aggressive new business run by expanding its current responsibilities with Hostess Brands, Inc., to become media-buying agency-of-record for all brands under the Hostess Brands banner. The account moves to Bernstein-Rein from MediaCom Worldwide, a WPP agency.

Since 2005, Bernstein-Rein has served as agency of record for the sweet goods side of the Hostess Brands business, providing a full range of integrated services, including digital and media planning and buying, for the Hostess®, Dolly Madison® and Drake's® brands. It now adds media-buying responsibilities for the company's more than a dozen fresh-baked bread brands, including Wonder®, Home Pride® and Butternut®. The newly expanded agency responsibilities will begin March 1.

"We are incredibly proud of the work we've done and the relationship we've forged with Hostess Brands, the originator of so many iconic brands," said Steve Bernstein, president, Bernstein-Rein. "It is extremely rewarding to help a leader like Hostess Brands stay relevant and command new markets, audiences and trends. We look forward to taking this next step in our partnership."

Rich Seban, chief marketing officer, Hostess Brands, said, "There are many reasons why Bernstein-Rein continues to grow in serving Hostess Brands. They bring proven expertise and nontraditional solutions, and they work collaboratively for results. They have been there for us over the last five years as a true partner in every sense of the word. Expanding their role just seems natural to us."

In addition to the Hostess Brands media-buying win, Bernstein-Rein recently added to its roster new clients Banfield, The Pet Hospital®; Nebraska Book Company; Soave Automotive Group and Dairy Farmers of America.

### ***About Hostess Brands:***

Hostess Brands, Inc. is one of the nation's providers of fresh-baked bread and sweet goods, sold under various brand names including Wonder®, Merita®, Home Pride®, Nature's Pride®, Hostess®, Drake's®, and Dolly Madison®. The Company is headquartered in Irving, Texas.

### ***About Bernstein-Rein:***

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real creative solutions that inspire consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to [bernsteinrein.com](http://bernsteinrein.com) to see a list of clients and award-winning work.

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