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**FOR IMMEDIATE RELEASE:**

**NEW LING LINGS CAMPAIGN BRINGS SMILES TO THE SAN FRANCISCO BAY AREA AND SACRAMENTO**

San Francisco, Calif. (November 9, 2004) – Discovery Foods’ first major advertising campaign for its popular Ling Lings Dumplings has arrived on bus boards and radio in the San Francisco Bay Area and Sacramento.

On queen-size bus posters, the Dumplings’ smile-like shape is contrasted playfully with a smiling woman’s mouth. The headline “Dinner with a smile” is part of the campaign’s emphasis on Ling Lings as much more than appetizers. Additional serving suggestions are available online at [www.4linglings.com](http://www.4linglings.com).

A 60-second radio spot titled “Game Show” plays off mothers’ “what’s-for-dinner?” panic. Scheduled to run in morning and afternoon drive-time, it brings home Ling Lings versatility, ease of use and popularity with the whole family. On air endorsements by several prominent local disc jockeys augment the mix.

The new advertising campaign was created by Ad Buzz ([www.adbuzz.biz](http://www.adbuzz.biz)), the creative team of Steve Johnson and Martin Russell, formerly senior creatives at Saatchi & Saatchi. They joined forces with long-time partners San Francisco ad agency Mortar ([www.mortaradvertising.com](http://www.mortaradvertising.com)) to provide complete creative, media and public relations services.

Samples from the new campaign can be downloaded at:  
[www.mortaradvertising.com/linglings](http://www.mortaradvertising.com/linglings)

**About Discovery Foods**

Brothers Clarence and Alfred Mou started Discovery Foods in 1986 after making and selling handmade Dumplings at their family’s Walnut Creek, California restaurant with great success. Discovery Foods has grown from one employee making Dumplings by hand to 130 employees and 40,000 square feet of production facilities producing half a million Dumplings daily – making it the nation’s largest supplier of Dumplings. In 2005, Discovery Foods will open an additional 30,000 square feet of production adjacent to its Hayward, California headquarters. For more information visit [www.4linglings.com](http://www.4linglings.com).

**About AdBuzz**

Before establishing Ad Buzz, art director Steve Johnson and writer Martin Russell worked at several San Francisco ad agencies, including Saatchi & Saatchi. There they created award-winning work for numerous consumer and high-tech companies such as Hewlett-Packard, Sun, S&W Foods and US West. Since forming Ad Buzz, they have continued to develop advertising for a variety of clients, creating campaigns in all media - TV, radio, print and online. Their work and philosophy are presented on the Ad Buzz web site at [www.adbuzz.biz](http://www.adbuzz.biz).

## **About Mortar Advertising**

Mortar is an integrated marketing firm that brings together expertise in consumer, business-to-business, employee, and investor communications. This strategy of 360° brand management helps organizations establish and maintain emotional connections with audiences at every point of contact. Mortar's approach typically involves advertising, public relations, and a broad range of other online and offline communications programs. For more information visit [www.mortaradvertising.com](http://www.mortaradvertising.com).