



For Immediate Release

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Sue Bee Honey Wins Best Total Marketing Campaign at 2015 AMA Pinnacles

SIoux CITY, Iowa - (May 18, 2015) Sue Bee Honey won Best Total Marketing Campaign at the 2015 Omaha American Marketing Association Pinnacle Awards, an annual competition based on measurable results as well as creativity.

The Best Total Marketing Campaign award was presented to Sue Bee and SKAR Advertising Inc. for the Support the U.S.A Honey Bee and the Henningsens campaign, which highlighted the importance of the honey bee to agriculture and Sue Bee's efforts to support a declining honey bee population. Sue Bee partnered with the country music group the Henningsens to showcase a deep pride in generations of family and honest, hardworking American-made values and traditions.

Lisa Hansel, assistant vice president of sales and marketing at Sue Bee Honey, said, "It's an honor to be acknowledged with the Total Marketing Campaign Pinnacle Award by Omaha AMA for the Sue Bee Honey 'Support The USA Honey Bee' Promotion. Sue Bee Honey and SKAR Advertising Agency have been making great strides in educating consumers about the important roles that honey bees play in agriculture and pollination through social media, flyers, website updates and digital media. We look forward to continuing the education of supporting the USA honey bee next year and beyond."

About Sue Bee Honey

Sue Bee Honey is the branded product name for the Sioux Honey Association, headquartered in Sioux City, Iowa, with production facilities in Sioux City, Iowa; Elizabethtown, North Carolina; and Anaheim, California. Sioux Honey Association has become the world's largest honey marketing organization and Sue Bee Honey is the most recognized honey brand in the USA. Its global presence extends to the Middle

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East, Far East, and South and Central America, and it continues to be a leader in the honey industry with state-of-the-art facilities, which include research and development. The Sioux Honey Association also is a green company, which means Sue Bee products and containers are safe for the environment. The Association strives to protect the ecosystem through recycling, innovative engineering, and cutting back on over-packaging. To learn more about Sue Bee Honey and the Sioux Honey Association, log on to www.suebee.com.

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