



Schwan's Home Service Selects Intellivent for Advertising & Marketing

NEW YORK, Dec. 3 /PRNewswire/ -- Intellivent Group, the brainchild of former AOL Senior Vice President and General Manager Paul Corvino and former-FreshDirect marketing executive Steven Yevoli, today announced a partnership with Schwan's Home Service, Inc., the world's largest frozen food home delivery company. Intellivent has been selected to create a comprehensive advertising, sampling and promotion program for Schwan's Home Service, Inc.

Intellivent Group will be responsible for establishing partnerships with Schwan's approved brands to participate in customized inserts, home delivery bag promotions, product sampling programs and custom sales catalogs.

The Schwan's Home Service product catalog has a monthly circulation greater than roughly 90% of national magazines. Advertisers will secure access to Schwan's more than 3 million frozen-food customers throughout the 48 contiguous states each month. Approximately 6,000 customer sales managers deliver frozen food directly to the homes of consumers each week.

"The Schwan's Home Service business was built on delivering quality products and great customer service. That strategy will never change," said Scott McNair, President of Schwan's Home Service, Inc. "Intellivent Group is going to expand upon the marketing and advertising pieces of the business to add even greater value to our customers' daily lives."

Paul Corvino, Intellivent co-CEO explained: "Schwan's has been making frozen food deliveries to homes since 1952. Their customer sales managers, many of whom have been with the company for decades, have personal contact with consumers that any other advertiser can only dream about. It's now possible."

"It's the ultimate offline targeting," commented Steven Yevoli, co-CEO of Intellivent. "While advertisers try to find new ways to anticipate and influence a consumer's next click, Schwan's customer sales managers are in touch with consumers personally, know what they need, and are a trusted element in their customer's daily lives. Now, the advertising community, in partnership with Schwan's, can deliver offers, samples and other information directly to consumers' homes."

Intellivent Group with InfoDish will launch its first marketing promotion with HughesNet High Speed Internet service. The program kicks off with several different promotions to 250,000 households. The promotion that yields the best results will then be expanded to the more than 3 million Schwan's households.

"We are very supportive of InfoDish in their creative efforts to partner with established and trusted brands like Schwan's to offer HughesNet satellite services to rural America," said Mark Wymer, vice president of consumer channel sales at Hughes.

For more information, log on to intelliventgrp.com.

About Intellivent Group

Intellivent Group (www.intelliventgrp.com) is the exclusive advertising partner and marketing firm of food delivery conglomerate Schwan's Home Service, Inc. Co-CEOs and advertising visionaries Steven Yevoli and Paul Corvino founded Intellivent to bring marketers an entirely new channel based on trust, loyalty, and consumer interaction.

About Schwan's Home Service, Inc.

Schwan's Home Service, Inc., a subsidiary of The Schwan Food Company, markets and distributes approximately 400 fine frozen foods under the Schwan's(R) brand through home-delivery and online ordering services. Featured product lines include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items and desserts and more. Schwan's Home Service, headquartered in Marshall, Minn., since 1952, has nearly 500 local sales and distribution centers located across the 48 contiguous United States. For more information, visit www.schwans.com.