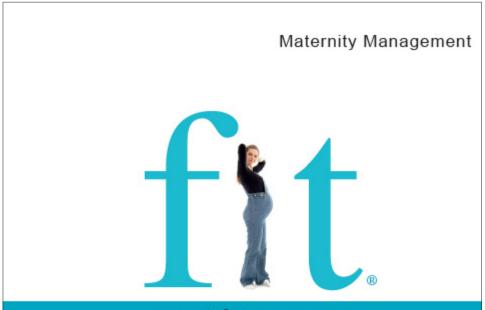
Concept, design, produce and present a re-vamped Wellness Program to Smithfield Foods Inc. (Smithfield, VA.)18,000+ employee base across 7 states.

5"X7" tri-fold brochures, posters and carry the personality onto their corporate website.

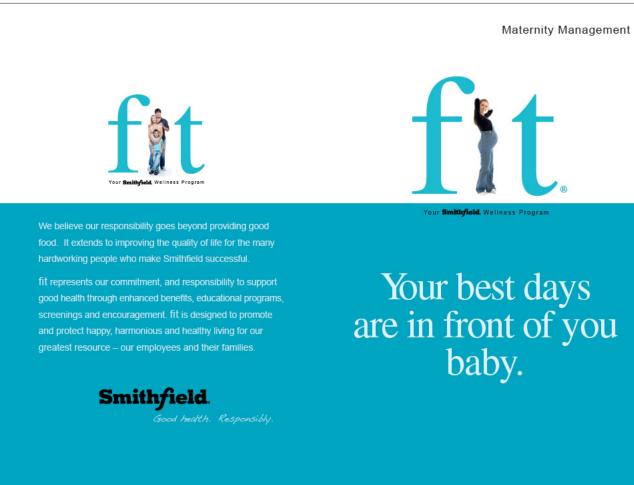
Rollout of 6-four color wellness categories including, Maternity Management, Diabetes Management, Smoking Cessation, Asthma Management, Nutrition Management and Active Lifestyle.



Your Smithfield. Wellness Program

Your best days are in front of you baby.

Front Cover



Front and Back Cover

As an expectant mother, staying fit and healthy during your pregnancy is the best gift you can give your baby. The Smithfield Maternity Management Program can help you do just that. While emphasizing good health habits and regular visits with your doctor, our Program offers valuable support in several forms all designed to help make your pregnancy the wonderful experience it can be.

Your enrollment in this free Program gives you:

- Ready access to friendly, helpful nurses who can answer questions about your pregnancy
- Free educational materials with the latest prenatal information
- A \$200 gift card for either Target or Wal-Mart after your delivery

Remember, the best care you can give your baby is taking good care of yourself. Whether you're planning a pregnancy or are already expecting, we invite you to take advantage of your Smithfield Maternity Management Program. Employees and spouses who are eligible for the medical plan may participate. Enrollment is easy, it's absolutely free, and your Smithfield Benefits Office can get you started today.

Contact your Benefits Office: (800) 809-5916 or (757) 365-1754

A little miracle is on the way. By taking good care of yourself today, for both of you.

First Inside Spread with fold-in flap

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Inside Fully Extended





You can kick it.

Front Cover



Front and Back Cover

Your enrollment in this free Program gives you: A course of treatment with smoking cessation medications Counseling through the Employee Assistance Program (EAP) Educational materials

it's absolutely free.

Contact Your Benefits Office: (800) 809-5916 or (757) 365-1754

Inside with Flap Unfolded

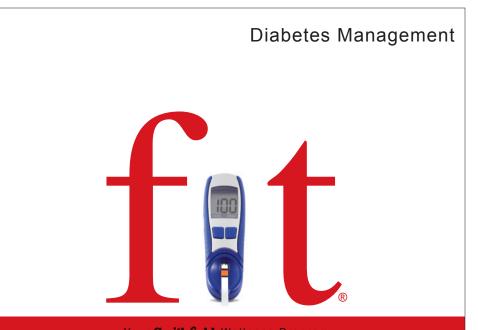
First Inside Spread with fold-in Flap



The decision to quit smoking is one that only you can make. If you are ready to kick the habit for good, the Smithfield Smoking Cessation Program can help you make the decision to quit, set a quit date, choose a quit plan, learn how to deal with withdrawal, and then, support you in "staying quit."

Smoking cessation will not only make you and those close to you feel better, it will save you money too. What's more, once you stop smoking, your body immediately begins to repair the damage caused by tobacco use. Your risk of heart disease, emphysema, chronic bronchitis and cancer starts to decline.

The Smithfield Smoking Cessation Program can help you re-learn your life without tobacco. If you are a medical plan participant who is ready to "kick it," enroll today. It's easy and



Your **Smithfield** Wellness Program

What's your number?

Now you now have a partner in the diabetes numbers game. The Smithfield Diabetes Management Program offers a specialized package of enhanced benefits and services designed to help you beat the odds while proactively making your health a priority.

Your enrollment in the free Program gives you:

- · Educational materials and a free glucose monitoring device.
- One-on-one guidance with a personal health coach.
 100% benefits coverage for:
- Diabetic testing supplies with a prescription.
- Four annual office visits to your primary care doctor.
- Four quarterly hemoglobin A1c tests.
- An annual lipid panel test.
- 90% benefit coverage for diabetic medications obtained through an in-network or mail order pharmacy.
- 85% coinsurance benefit with deductible waived and for annual retinal and foot exams, and nutritional counseling up to \$300.

Take advantage of these benefits and watch your numbers go down. If you are a medical plan participant who has diabetes, enroll in your Smithfield Diabetes Management Program and take control of your numbers the healthy way. Enrollment is easy and it's absolutely free.

Contact your Benefits Office: (800) 809-5916 or (757) 365-1754



While diabetes is a complex disease, much of what you can do to manage it is not. In fact, one of the simplest ways to start is to follow your numbers on a regular basis. Carefully self-test your blood glucose levels. Keep an eye on your weight through meal planning and exercise. Control your blood pressure and cholesterol. And see your doctor every three months.

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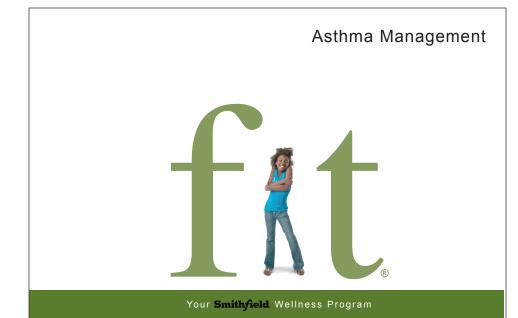
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Contact your Benefits Office: (800) 809-5916 or (757) 365-1754





Breathe easier.

Treating and managing your asthma is a matter of understanding its main causes, knowing what triggers your symptoms and having the right treatment plan in place. Each of these steps just got easier with the Smithfield Asthma Program. Our Program can help you prevent asthma attacks by avoiding and controlling triggers and correctly using prescribed medications, while reducing your cost for asthma care and services.

Your enrollment in this free Program gives you:

- Free peak flow meter when prescribed by your doctor
- Lower coinsurance for your quarterly asthma management visits
- Free educational materials

Start breathing easier today by taking advantage of your Smithfield Asthma Program. If you are a medical plan participant who has asthma, enrollment is simple, it's absolutely free, and your Benefits Office can get you started today.

Contact your Benefits Office: (800) 809-5916 or (757) 365-1754



FREE PEAK FLOW METER when you enroll in the Smithfield Asthma Program.

Kno

There a even be Program

Allergies Don't let allergies from taking in the

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A sigh of relief is in sight. of the most unconscious things we do. But when you have asthma, you are often painstakingly aware of never goes away, the right treatment can help keep it under control. And

Treating and managing your asthma is a matter of understanding its main causes, knowing what triggers your symptoms and having the right treatment plan in place. Each of these steps just got easier with the Smithfield Asthma Program. Our Program can help you prevent asthma attacks by avoiding and controlling triggers and correctly using prescribed medications, while reducing your cost for asthma care and services.

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Contact your Benefits Office: (800) 809-5916 or (757) 365-1754



Know <u>your</u> asthma triggers.

There are a number of asthma triggers you may not even be aware of. Enroll in your free Smithfield Asthma Program and learn more today.

Allergies

Don't let allergies to Mother Nature keep you from taking in the fresh air ... and the great ou

> Irritants Irritants like dust mites can make hugging vour favorite tovs almost unbearabl

Medications Certain medications like aspirin can cause more pain than gain if you have asthma.

Food allergies Food allergies can be a tough nut to crack, so know what you're susceptible to.

Strenuous exercise Get to the finish line with air to spare by warming up before prolonged exercise.