

CONTACTS:

Jennifer LaFrance
McCormick & Company, Inc
410-527-6541
jennifer_lafrance@mccormick.com

Thi Thieu
Weber Shandwick
312-988-2018
tthieu@webershandwick.com

GIVE YOUR FRIENDS SOME FLAVOR WITH MCCORMICK® RECIPE INSPIRATIONS
Flavor Your Friends for a Chance to Win on Facebook®

HUNT VALLEY, MD - (May 13, 2010) - McCormick is helping home cooks create a flavorful impression in the kitchen *and* online with new Recipes Inspirations, a collection of top recipes from McCormick, complete with a collectible recipe card and six pre-measured spices and herbs. The new Recipe Inspirations application on Facebook® gives America more inspiration by bringing fun to dinner planning and matching spices with friends' personalities in the process.

Are your friends lovely like Rosemary? As complex as Paprika? Who's got the most zing? By giving your friends some flavor, you are entered for a chance to win a trip to New York City to see a national cooking show or one of nine great weekly prizes.

Here's how to "give your friends some flavor" for a chance to win on Facebook, from May 13 to July 12, 2010:

- Visit the McCormick Spice Facebook page and click on the Play and Win tab to flavor your friends
- Select from six different Recipe Inspirations digital cards that whet your appetite: Garlic Lime Chicken Fajitas, Apple & Sage Pork Chops, Rosemary Roasted Chicken with Potatoes, Quesadilla Casserole, Spanish Chicken Skillet or Shrimp & Pasta Primavera
- Match six of your friends to the personalities of the six spices on the recipe card and their profile picture will appear in the spice windows
- The recipe card will then appear on your six friends' walls and you are entered for a chance to win a Grand Prize trip to New York City

The more recipe cards you create, the more chances you have to win other prizes too, including Recipe Inspirations products, a high-end cookware set and a celebrity chef cookbook and cookware. To enter and for official rules, visit <http://apps.facebook.com/recipeinspirations/>.

###

About McCormick

With an extensive network of researchers, trend experts, chefs, home economists, food technologists, and sensory analysts, McCormick & Company, Inc. keeps its finger on the pulse of flavor. McCormick was founded in 1889 in Baltimore, Maryland. Today it is a global leader in the sale of spices, herbs and seasonings. McCormick sources high quality ingredients from far-reaching destinations to bring a world of flavors to consumers.

Facebook

Facebook is a registered trademark of Facebook, Inc.