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FOR IMMEDIATE RELEASE

MEDIA DAY SCHEDULED

Pittsburgh, PA - William R. Johnson, Chairman, President, & CEO, H.J. Heinz Company, is scheduled for a Media Day in New York on July 14, 2010 to talk about the newly released book, PREPARING CEOs FOR SUCCESS “What I Wish I Knew”. The book is based on a breakthrough research study Mr. Johnson sponsored to capture and leverage the experiences of current Chief Executives and how best to develop and prepare future leaders.

Mr. Johnson is scheduled to be interviewed for several television shows while in New York. Air dates and links to the segments will be posted at www.preparingceos.com when they become available.

About the book - In the new book PREPARING CEOS FOR SUCCESS “What I Wish I Knew” (*Atlas Books; May 2010; Soft Cover; \$19.95; ISBN 978-0-692-00790-7*) authors Leslie W. Braksick, PhD. (Co-Founder, CLG) and James S. Hillgren, PhD. (Partner, CLG) interviewed 27 of America’s top CEOs to find out in their own words what personal qualities were key to their success, the experiences that proved most valuable in their careers, advice for future CEOs, and much more. The book provides candid counsel from veteran CEOs on what worked for them—and what didn’t as they climbed the corporate ladder. Originally created as a study sponsored by William R. Johnson, Chairman, President and CEO of the H.J. Heinz Company, PREPARING CEOs FOR SUCCESS contains the study’s findings, the prerequisites for being a successful CEO, a guidebook for current (and future) leaders, and profiles on each participating CEO. Net proceeds from the sale of the book go to Ronald McDonald House Chairites[®], Inc.

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