

FOR IMMEDIATE RELEASE

**ANNAPOLIS-BASED COMPASS MARKETING PARTNERS WITH MORTON SALT COMPANY, THE
WORLD'S LEADING PRODUCER AND MOST TRUSTED AUTHORITY ON SALT**

ANNAPOLIS, Maryland - Compass Marketing Inc.

(www.compassmarketinginc.com), a U.S. leader in guiding marketing and sales for Fortune 100 companies such as Procter & Gamble, Johnson & Johnson, Heinz and McCormick recently added another impressive client to Compass' growing portfolio –Morton Salt Company, the leading producer and most trusted authority on salt products.



Larry Yonish, National Account Manager at Morton Salt Company appointed Compass Marketing with the goal of enhancing services to its customers.

“Compass Marketing has a proven track record working in Alternate Channels and their experience and dedication is unmatched in the industry. Morton Salt Company looks forward to working with them and expanding our businesses together.”

John White, Chairman and CEO of Compass Marketing is excited with the appointment, “Morton Salt is one of the most respected and successful companies in the industry. I am confident that Compass Marketing’s unrivalled market knowledge, experience and reach will drive significant brand awareness and sales.”

This appointment solidifies Compass Marketing’s place as one of the country’s leading marketing and sales agencies, and enhances its list of diverse product offerings which includes Morton Salt’s global-leading salt products used for food, water conditioning, industrial, agricultural, and road/highway use.

About Morton Salt Company:

With over 160 years of experience, Morton Salt is the world's leading producer of salt including food, water conditioning, industrial, agricultural, and road/highway use products. Morton Salt's hand-drawn logo features the "Morton Salt Girl," a young girl walking in the rain with an opened umbrella and scattering salt behind her from a cylindrical container of table salt, and is one of the ten best-known symbols in the United States. For more information, visit Morton Salt’s web site at <http://www.mortonsalt.com>

About Compass Marketing Inc.:

Compass Marketing, Inc. is one of the leading marketing and sales company for consumer products in the country. Chairman & CEO John White founded Compass Marketing, Inc., headquartered in Annapolis, MD, in 1998 while working out of his home. Without a single client or customer, John set out to convince manufacturers of the marketing and sales potential due to the increasing consumer trends toward “away from home consumption” driven by both parents working. Compass Marketing has grown to now proudly represent a powerful portfolio of Fortune 100 clients, who collectively have over \$200 billion in annual sales. For more information visit www.compassmarketinginc.com.

For press contact please contact:

Alisa Greenwood at

agreenwood@compassmarketinginc.com

410.268.0030 ext. 200