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****Samples and high-resolution images available****

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Umpqua Oats Super Premium Oatmeal Continues Pacific Northwest, Denver & Salt Lake City 2016 Event Marketing Campaign at:



20th Annual Komen Utah Race for the Cure

LIBRARY SQUARE, SALT LAKE CITY

Over 10,000 consumers served free samples and half-off coupons!

SALT LAKE CITY, UT (May 7th, 2016) – [Umpqua Oats Inc.](http://umpquaoats.com), the company that pioneered single-serve super premium oatmeal in a cup has launched a massive marketing effort to reach over 200,000 targeted consumers in Washington, Oregon, Colorado and Utah. The campaign continued this past weekend in Salt Lake City at the Susan G. Komen Race for the Cure.

Throughout the event, Umpqua Oats attracted long lines of consumers, eager to participate in games to win free oatmeal samples, swag items and grocery coupons. The attractive Umpqua Oats Event Booth was flanked with banners advertising retail partners Smith's Food & Drug and WinCo Foods.



Throughout the region, Umpqua Oats will be on-site for key sporting and healthy lifestyle consumer events. Consumers will receive samples of Umpqua Oats' best-selling flavors as well as half-off coupons to use at their favorite grocery stores. The Umpqua Oats Event Sampling Tent will be a fun and engaging experience where consumers can sample products, and participate in games and promotional product giveaways. Umpqua Oats is promoting the events via social media channels reaching over 80,000 unique viewers through Facebook, Twitter, Instagram and YouTube.

The ever-growing event line-up includes:

SALT LAKE CITY

- Salt Lake City Marathon, April 16th - Over 6,500 people
- Tulip Festival Half Marathon, April 30th - Over 6,500 people
- SLC Race for the Cure, May 7th - Over 10,000 people

SEATTLE

- Puget Sound Race for the Cure, June 5th - Over 10,000 people
- Seafair Milk Carton Derby, July 16th - Over 12,000 people
- Seafair Torchlight Parade, July 30th - Over 15,000 people
- Seattle Bubble Run, August 27th - Over 20,000 people

PORTLAND

- Helvetia Half Marathon, June 11th - Over 6,000 people
- Sunday Parkways, June 19th - Over 22,000 people
- Tualatin Hills Party in the Park, July 30th - Over 10,000 people
- Sunday Parkways, August 21st - Over 22,000 people
- Portland Race for the Cure, September 18th - Over 16,000 people

DENVER

- Denver Race for the Cure, September 25th - Over 10,000 people
- Mustache Dash, November 12th - Over 2,500 people
- The Great Candy Run, November 13th - Over 6,500 people
- Mile High United Way Turkey Trot, November 24th - Over 20,000 people
- Denver Jingle Bell Run, December 11th - Over 8,000 people

The campaign is designed to promote brand awareness and product availability at high quality retail stores including:



“Umpqua Oats single-serve oatmeal is a perfect complement to the on-the-go lifestyle,” said Sheri Price, Co-Founder of Umpqua Oats. “Today’s consumers are busier than ever, yet the demand for high-quality, accessible foods is a pivotal part of their daily routines. Umpqua Oats super premium oatmeal is a full meal option that consumers and grocers can count on for high-quality ingredients, innovative flavors and convenience.”

Umpqua Oats super premium oatmeal cups combine custom-milled rolled oats—the whole hulled grain, rather than processed “instant” oats—and other all-natural ingredients to create a delicious and satisfying meal. Umpqua Oats super premium oatmeal does not contain any processed or gluten-containing ingredients. The ingredients have achieved Kosher and Non-GMO Project certifications.

Eight Umpqua Oats flavors are now available for a suggested retail price of \$2.59 at Pacific Northwest, Colorado and Utah grocery locations. These include Vanilla Almond Crunch, Fruit & Nut Kick Start, Blueberry Apple Not Guilty, Salted Caramel Meltdown, Apple Walnut Old School, Triple Berry Jackpot, Apple Cranberry Mostly Sunny and Maple Pecan.

Umpqua Oats super premium oatmeal is also available throughout the 19 western states. For more information or to inquire about carrying Umpqua Oats, please contact Sheri Price at sherip@umpquaoats.com. To order online, visit www.umpquaoats.com.

About Umpqua Oats Inc.

Umpqua Oats super premium oatmeal is a satisfying, on-the-go breakfast choice for people who crave a hearty, delicious and creative meal to start every day. Headquartered in Las Vegas, Umpqua Oats is one of the first purveyors to provide a quick-cooking single-serve oatmeal product that uses high-quality, flavorful ingredients for taste and satiety. Founded in 2008 in Roseburg, Oregon by Sheri Price and Mandy Holborow, Umpqua Oats offers super premium oatmeal in a variety of unique flavors. For more information, please visit www.UmpquaOats.com or www.Facebook.com/UmpquaOats or follow on Twitter [@UmpquaOats](https://twitter.com/UmpquaOats).

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