



#### McCormick's 2008 Annual Report Has Scent of Cinnamon

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SPRINGFIELD, Mo., Feb. 12, 2009 (BUSINESS WIRE) — More than thirty years ago McCormick & Company, Incorporated (NYSE:MKC) took a unique approach to make its annual report rise above the other annual reports produced each year. McCormick came up with the offbeat idea to scent its annual report with an aroma from one of the many exotic spices it sells around the world. Over the years, investors have easily found their McCormick annual report by following the smell of clove, nutmeg and Chinese five spice. The 2008 Annual Report is now being mailed to investors, and they will find the appetizing results from the past year complemented by the pleasing scent of cinnamon.

Cinnamon has a warm and distinctive aroma. The spice comes from the hard-harvested bark of a tropical tree grown in the highlands of Southeast Asia. Cinnamon, like many spices, contains a high level of antioxidants comparable to that of fruits such as blueberries and pomegranates. McCormick promotes the health benefits of this and other spices through a program called the "7 Super Spices." More can be learned at [www.mccormick.com](http://www.mccormick.com).

John Brink, Vice President, Investor Relations for McCormick, said that the scent of cinnamon was applied to a Ballantine's view box, Schenck Press, after the printing was completed. The scent is contained in a sachet that adheres to the color and consistency of honey which is rolled over the pages after the ink dries. The treated pages are in the back half of the report (pages 41-64).

The financial news for investors was positive as the report details record-selling results in which the company met or exceeded key financial goals for the year and exceeded \$2 billion in sales. The report also provides a comprehensive look at the global business and key initiatives underway to drive future growth.

McCormick is the global leader in the manufacture, marketing and distribution of spices, herbs, seasonings, specialty foods and flavors to the entire food industry. Customers range from retail outlets and foodservice providers to food manufacturers. Founded in 1889 in Baltimore, McCormick is known as Old House in Canada, Schwartz in the United Kingdom and Doreux in France and other parts of Europe. It has approximately 7,500 employees around the world.

For more information about the company and 2008 financial results, visit [www.mccormick.com/investor](http://www.mccormick.com/investor).

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Corporate Communications

John McCormick, 410-771-7115 or

[john.mccormick@mccormick.com](mailto:john.mccormick@mccormick.com)