



North Carolina Research Campus
Business Development/Marketing
704-938-3200 O
704-938-5444 F

Research Campus Visionary to Appear on Martha Stewart

(For Immediate Release)

Kannapolis, N.C. (November 4, 2008) – Officials at the North Carolina Research Campus announced today that David Murdock, Chairman of Dole Food Inc and Castle & Cooke Inc will appear on the Martha Stewart Show Wednesday morning, November 5th. “Mr. Murdock will join Ms. Stewart on her television show to share his thoughts on proper nutrition and diet. He will also assist Ms. Stewart in preparing a longtime family treat that features roasted pineapples,” said Lynne Safrit, President, Castle & Cooke North Carolina.

Mr. Murdock advocates healthy eating to promote longevity. His Dole Nutrition Institute is dedicated to nutrition education through an award-winning newsletter, health brochures, cookbooks, videos and the Dole Nutrition website. He recently dedicated the David H. Murdock Core Laboratory Building, the UNC Nutrition Research Building and the NC State Fruit and Vegetable Science Institute Building at the newly opened North Carolina Research Campus, representing a historic partnership with leading universities and industry to advance knowledge about nutrition and disease prevention.

The Martha Stewart Show is a nationally syndicated lifestyle series hosted by Martha Stewart. The show is taped in front of a live studio audience. Viewers will find headliners, celebrities, and ordinary people sharing their recipes, learning new recipes, creating beautiful crafts, and teaching you how to make your home more beautiful and more organized. The series is distributed by NBC Universal. Martha Stewart and Mark Burnett are executive producers.

Martha Stewart was a guest of David Murdock’s at his North Carolina home near the Research Campus.

About the NC Research Campus

Planned as a public-private partnership on 350-acres of real estate in Kannapolis (Charlotte), the North Carolina Research Campus combines the research power of nine world-renowned universities and colleges in North Carolina. It is the vision of David H. Murdock, University of North Carolina system, Duke University, and the N.C. Community College System. Private companies committed to locating on the Research Campus include PepsiCo, PPD Inc LabCorp, Dole Food Inc, Sensory Spectrum, Carolinas Medical Center, and Anatomics.

This mission of the Campus is to improve the human health, well being and longevity of throughout the world via the:

- Co location of industry and academic scientists for collaborative research
- “Bench to bedside” research in human nutrition
- Personalized medicine
- Food Science Research
- Wellness Promotion
- Improved plant nutrition
- Better understanding of bioactive food components

The Research Campus is located in Kannapolis, North Carolina (15 miles north of Charlotte). It will also feature a wellness hotel, golf-course, walking trails, and experimental greenhouses.

To learn more, visit: www.ncresearchcampus.net and www.dhmri.org