

Press Release

FOR IMMEDIATE RELEASE

Picasso's Cafe, Bakery & Catering Company Receives 2011 Best of Azusa Award

U.S. Commerce Association Award Honors the Achievement

NEW YORK, NY, December 12, 2010 -- Picasso's Cafe, Bakery & Catering Company has been selected for the 2011 Best of Azusa Award in the Bakeries category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2011 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.

About U.S. Commerce Association (USCA)

U.S. Commerce Association (USCA) is a New York City based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising. The USCA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.

About Picasso's Café, Bakery and Catering Co.

As the community's largest local private catering company with over 21 years of business, Picasso's is focused on providing our dining guests in Irwindale and catering guests worldwide, with quality food products and events, and consistent service at a competitive price. Picasso's is committed to sustaining local growers and is guided by ecologically- and socially-responsible food choices and continues to be a conscientious industry leader in the community by giving back through our charitable initiatives. For more information, visit www.PicassosCafe.com. Follow Picasso's on Twitter at @picassos. "Like" them on Facebook at www.facebook.com/picassosirwindale

For more information, please contact:

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