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**“FEED YOUR WILD SIDE” WITH NEW
MEAT SNACKS FROM JACK LINK’S® BEEF JERKY**

Nation’s Meat Snack Leader Introduces Four New Snacks

Minong, Wisc. (December 4, 2006) — Jack Link’s® Beef Jerky, known for quality meat snacks, is spicing up the way Americans savor their snack time with the introduction of four innovative new meat snacks. New mouth-watering flavors include:

- Jack Link’s Maple & Brown Sugar Ham Jerky
- Jack Link’s Maple & Brown Sugar Pork Tender Cuts
- Jack Link’s Pepperoni Beef Jerky
- Jack Link’s X-Stick™ Beef Jerky

Flavor, texture and variety rule supreme with the launch of these new product offerings, driven in part by the changing demographic in the growing meat snack category. Although traditionally considered a male snack, females are quickly becoming key consumers of the snack, often purchasing for themselves and their families. According to a Jack Link’s study, the addition of softer textures, bite-sized pieces and sweeter and spicier flavors all address the needs of today’s active and changing consumer¹.

“Adults and moms recognize the strong, healthful attributes of meat snacks as compared with other popular snacks,” notes Bret Ocholik, vice president of marketing for Jack Link’s Beef Jerky. “Our satisfying new snacks are high in protein, yet low in carbs, calories and fat – not just another empty calorie potato chip.”

Jack Link's Maple and Brown Sugar Ham Jerky and Jack Link's Maple and Brown Sugar Pork Tender Cuts

The irresistible flavor of maple and brown sugar has been a favorite at family dinner tables for generations. Who doesn't love a down-home dinner of glazed ham or a hearty breakfast with the delicious taste of maple syrup and savory pork sausage? Now, the natural goodness of these home-style flavors is captured as Jack Link's Signature Marinade™ — thick, rich maple with just a hint of brown sugar — is blended with lean strips of ham for the just-like-home flavor you've grown to love. Both ready-to-eat, high protein snacks are available in 3.65 oz. re-sealable packages, making them the handy choice for the morning commute, an energizing snack at work, or a satisfying anytime protein pick-me-up. Available in two varieties:

- Jack Link's Maple & Brown Sugar Ham Jerky
- Jack Link's Maple & Brown Sugar Pork Tender Cuts

Jack Link's Pepperoni Jerky

Move over pepperoni pizza, and say hello to Jack Link's innovative new Pepperoni Beef Jerky. A flavor first, the zesty taste of authentic Italian-style sausage is married with the goodness of genuine beef jerky. The 97 percent fat-free jerky is available in convenient, grab-n-go 3.65 oz. packages.

Jack Link's X-Stick Jerky

When it's time for an extreme, protein-filled, energy-packed, smoky tastin', on-the-move, gotta-have-it-now beef-jerky experience, Jack Link's X-Stick Jerky takes snacking to the max. Made from genuine beef formed into seasoned, protein-filled strips of flavorful jerky, X-Stick Jerky is available in .68-oz. packages.

About Jack Link's® Beef Jerky

Jack Link's® Beef Jerky is the leading U.S. meat snack brand and fastest growing meat snack manufacturer worldwide. As the recognized U.S. meat snack market leader in convenience stores and mass merchandisers, the Jack Link's® brand appeals to consumers' sense of freedom by encouraging them to feed their wild adventurous side and enjoy hearty Jack Link's® meat snacks. Jack Link's® Beef Jerky provides a diverse portfolio of products, marketing and sales expertise to retailers worldwide. For more information, please visit www.jacklinks.com.