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**NEW JACK LINK'S® X-BITES™ MAKE SNACKING X-TRA EASY
FOR ON-THE-GO LIFESTYLES**

Minong, Wisc. (October 19, 2007) — Jack Link's® Beef Jerky introduces Jack Link's X-Bites™ — the first-ever, bite-sized, smoked sausage snack in a single-serve, tube-style, “rip-’n-tip” no-mess package. Made from premium cuts of meat, the X-Bites are tasty pieces of naturally smoked sausage that are easy to eat, conveniently sized, portable, and the unique packaging eliminates the mess. Since Jack Link's X-Bites are shelf-stable, they are easy to pack in a lunch box, backpack, sports bag, or anywhere you need a quick grab-n-go snack.

According to a 2007 Iconoculture Inc. report, meals have become interruptions that come between more pressing events such as work, school, sports and leisure. Snacks often preclude entrees, with intermittent grazing throughout the day rather than three sit-down meals. Jack Link's X-Bites provide a quick and easy, protein-filled snack to satisfy hunger anytime, anywhere, without slowing you down.

“We’ve listened to feedback from our active lifestyle consumers and, as a result, have created this exciting new product line. X-Bites have all of the quality and great taste that consumers expect from Jack Link's, with ultimate convenience appeal,” said Bret Ocholik, vice president of marketing for Jack Link's Beef Jerky. “X-Bites are the perfect snack for on-the-go families, for active kids, and are a great easy-to-eat snack for the office.”

To enjoy X-Bites, simply tear the notched corner at the top of the package and pour the bite-sized smoked sausage pieces directly into your mouth...or right into your hand. Each convenient, 2-oz. package of Jack Link's X-Bites is available in Original and Pepperoni flavors with a suggested retail price of \$1.99.

Jack Link's Beef Jerky – Feed Your Wild Side.

Headquartered in Minong, Wis., Link Snacks, Inc. is the leading U.S. meat snack brand and fastest growing meat snack manufacturer worldwide. The Jack Link's brand represents a heritage of quality and consumer trust, and is the recognized U.S. meat snack market leader in convenience stores and mass-merchandisers. Link Snacks, Inc. provides a diverse portfolio of products, marketing and sales expertise to retailers worldwide. For more information on Jack Link's, please visit www.jacklinks.com.

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