



Contacts:
Nancy Knutson
Jack Link's Beef Jerky
(715) 466-2234
nancyk@linksnacks.com

Brian Anderson
Carmichael Lynch Spong
(612) 375-8541
jay.musolf@clynch.com

JACK LINK'S® BEEF JERKY INTRODUCES GREAT-TASTING ORGANIC BEEF JERKY

Meat Snack Leader Furthers Its Commitment to Providing Best-in-Category Products for Health-Focused Families

Minong, Wisc. (July 9, 2007) — Jack Link's® Beef Jerky, the recognized leader in the meat snack category, is giving health-conscious consumers more of a good thing by introducing a new organic line of beef jerky products. Healthy snacking can sometimes be a bland and unsatisfying experience. Jack Link's new Organic Beef Jerky offers consumers a flavorful and satisfying taste experience, while meeting their growing demand for organic, convenient snack foods. In support of flavor-seeking, healthy snackers everywhere, Jack Link's Organic Beef Jerky rolls into stores nationwide this month.

New flavors include:

- Jack Link's Original Organic Beef Jerky
- Jack Link's Peppered Organic Beef Jerky
- Coming later in 2007 – Jack Link's Teriyaki Organic Beef Jerky

The new Jack Link's Organic Beef Jerky products are made with premium cuts of tender, 100 percent beef, naturally seasoned and smoked, and certified-organic with no preservatives, MSG or nitrites added. This innovative line of products is available in 3-oz. bags, 8-count open stock cases, and 12-count display trays. Both flavors are also available in a 6-count clip strip case. Suggested retail pricing for a 3-oz. package is \$6.99 (S.R.P.).

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"Research shows that a stream of snacks often replaces family meal time. We're really proud that our Jack Link's Beef Jerky products provide consumers with healthier snacking options. Our new organic jerky is just one more way for consumers to feel better about their snacking choices," notes Bret Ocholik, vice president of marketing for Jack Link's Beef Jerky. "Our new organic beef jerky combines a lot of things people are looking for. It's great-tasting, certified-organic, convenient, low in fat, carbs and calories, has zero grams of trans fats, and is a great source of protein."

In a recent report from the Organic Trade Association, meat products are one of the fastest growing organic categories. In meeting the needs of health conscious consumers everywhere, the development of Jack Link's Organic Beef Jerky was a natural addition to Jack Link's existing line of more than 100 flavors and varieties of meat snacks. As with all of its premium products, Jack Link's continues to use only the highest quality cuts of meats, as well as the finest spices and seasonings. The company's state-of-the-art production facilities, combined with its commitment to natural and organic ingredients, sets a new standard for quality and convenient organic snacking options in retail stores nationwide. Let the "wild" side of organic snacking begin.

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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