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JACK LINK'S® BEEF JERKY CONTINUES PRESENTING SPONSORSHIP OF POKERS MOST PRESTIGIOUS TOURNAMENT

Partnership that began in 2009 continues as the Final Table fast approaches

Las Vegas & Minong, Wis. (November 2011) – The 42nd annual *World Series of Poker® Presented by Jack Link's® Beef Jerky*, which began in late May, will come to an epic close with the Main Event Final Table on Sunday, Nov. 6 and Tuesday, Nov. 8.

From branding on the official playing cards to its logo on the poker tables, Jack Link's will be highly visible on the tournament stage, being held at the Rio® All-Suite Hotel & Casino. Jack Link's elusive brand icon, Sasquatch, may be spotted in and around the Final Table in support of the highly anticipated showdown between the final November Nine, who are competing for the World Champion title and \$8.7 million.

"The *World Series of Poker Presented by Jack Link's Beef Jerky* is the most esteemed gaming event in the world, and poker's untamed spirit truly embodies the Jack Link's brand," said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "Being part of this thrilling tournament for a third year is just one more way that Jack Link's helps people to Feed Their Wild Side."

"Jack Link's and the WSOP's shared passion for fun and irreverence has made for a great tournament year so far," WSOP Vice President Ty Stewart said. "The 2011 Final Table tournament is sure to bring more outrageous fun and stiff competition than ever before."

Building on a partnership that began in 2009, Jack Link's inked a multi-year agreement late last year as the Presenting Sponsor of the World Series of Poker (WSOP), the world's longest-running, richest and most prestigious poker tournament. The partnership will continue through November 2012 and is one of Jack Link's most significant – and anticipated – sponsorships.

Jack Link's, the No. 1 brand of beef jerky and the fastest-growing meat snack manufacturer worldwide, leads the nearly \$3 billion meat snack category. As the recognized category leader, Jack Link's offers more than 100 premium meat snack products in more than 40 countries. In addition to its premium products, Jack Link's is known for its iconic Messin' With Sasquatch advertising campaign which has achieved nearly cult-like status. The commercials feature pranksters playing sophomoric pranks on an unsuspecting Sasquatch.



For more information, go to www.JackLinks.com/wsop or www.wsop.com.

JACK LINK'S BEEF JERKY – *Feed Your Wild Side*

Headquartered in Minong, Wis., Jack Link's is the No. 1 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 offers more than 100 premium meat snack products at retail outlets in more than 40 countries. Check out www.JackLinks.com for more information on the Jack Link's brand.

ABOUT THE WORLD SERIES OF POKER

The World Series of Poker® (WSOP) is the largest, richest and most prestigious gaming event in the world, having awarded more than 1.4 billion dollars in prize money and the prestigious gold bracelet, globally recognized as the sport's top prize. Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker's longest-running tournament in the world, dating back to 1970. In 2011, the event attracted 75,672 entrants from 105 different countries to the Rio All-Suite Hotel & Casino in Las Vegas, and awarded more than \$191 million in prize money. In addition, the WSOP has formed groundbreaking alliances in broadcasting, digital media and corporate sponsorships, while successfully expanding the brand internationally with the advent of the World Series of Poker Europe in 2007. For more information on the World Series of Poker, please visit www.WSOP.com.

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