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FOR IMMEDIATE RELEASE

THE ONION LAUNCHES FREE IPHONE APP

Sponsored by Jack Link's Beef Jerky, the App Delivers the Latest News from The Onion

New York, N.Y. and Minong, Wis. (April 2, 2010)—[The Onion](#), America's Finest News Source, today launched its official iPhone application—sponsored by [Jack Link's Beef Jerky](#)—as a part of its advertising partnership with the No. 1 U.S. meat snack brand. Jack Link's, known for its popular [Messin' with Sasquatch](#) advertising campaign, which has achieved nearly cult-like status, is the fastest-growing meat snack manufacturer in the world. Free to download from the [iTunes App Store](#), the app presents the award-winning news, analysis and attention-grabbing headlines that Onion fans love.

“Readers, listeners and viewers who rely on The Onion to present the news in the way that only The Onion can, have pleaded for an official app. Some have even gone as far as creating their own unauthorized Onion-related apps,” said Onion Web Editor Baratunde Thurston. “No longer will Onion fans have to settle for information cobbled together by lesser, non-Onion news sources. They should feel free to delete all such apps immediately.”

The Onion app will showcase its news and regular features including Onion Radio News, Onion News Network video, sports, opinion editorials, statshots, infographics and more. In addition, app subscribers may search and view The Onion's online content archives and save items for offline viewing. Paid upgrades featuring enhanced functionality will be made available throughout 2010.

“It should come as no surprise that Jack Link's, a brand that encourages fans to *Feed Their Wild Side*, would partner with another slightly irreverent and fun-loving institution like The Onion,” said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. “The untamed spirit that embodies the Jack Link's brand makes it a perfect match with The Onion. Watch for more exciting projects from The Onion, presented by Jack Link's, in the coming months.”

In addition to this iPhone app, The Onion will launch several new projects this year that are also sponsored by Jack Link's, including a dedicated Onion News Network video app as well as an “Eye On America” iTunes video playlist.

For more information on The Onion, go to www.TheOnion.com. For more information on Jack Link's, go to www.JackLinks.com.

About The Onion – America's Finest News Source.

The Onion is the last bastion of reliable, unbiased, and definitive news reporting in a world dominated by superficial, mediocre, non-Onion-related media outlets. During the past 21 years, The Onion's satirical media empire has expanded from a humble local weekly to a national print readership and online audience of 7 million a month. The Onion's Web site has won 12 Webby Awards in the past five years, and its parody radio program, Onion Radio News, regularly ranks among iTunes' five most popular podcasts. The Onion News Network launched in 2007 and received a Peabody Award for its online video broadcasts in 2009. To read it yourself, visit www.theonion.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. In addition to its premium products, Jack Link's is known for its popular Messin' with Sasquatch advertising campaign which has achieved nearly cult-like status. The commercials feature pranksters playing sophomoric pranks on an unsuspecting Sasquatch. Check out www.JackLinks.com for more information.