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FOR IMMEDIATE RELEASE

MATADOR™ by Jack Link's® Announces Bold Bull Ride At The Second Stop Of The 2010 Dew Tour

Minong, Wis. – July 22, 2010 –MATADOR™ by Jack Link's®, today announced the Bold Bull Ride program at the second Dew Tour stop in Chicago. MATADOR by Jack Link's, an associate partner on the Dew Tour, will be sponsoring a mechanical bull ride competition for Dew Tour athletes at each stop in 2010.

The MATADOR by Jack Link's mechanical bull will be set up in the Dew Tour's Festival Village at each of the five events. At specified times throughout each event, Dew Tour athletes will be grabbing the horns of the MATADOR bull to raise money for local charities. The athlete who is able to stay on the bull the longest wins \$1,000 to donate to a local charity. Over the course of the season, \$5,000 will be donated to local charities and the athlete with the longest ride of the season will win \$5,000.

"Dew Tour athletes are used to being bold in their respective sports," said Mark Catlin, director of marketing, MATADOR by Jack Link's. "MATADOR by Jack Link's and the Dew Tour are providing athletes with another opportunity to go bold while raising money for local charities."

The MATADOR Bold Bull Ride will be open for athlete competition from 3-4 p.m. on Friday, July 23, and from 1-2 p.m. on Saturday, July 24 at the Nike 6.0 BMX Open in Chicago. Here, Dew Tour attendees will be able to cheer on their favorite athlete as they raise money for Wicker Park Teen Program.

The complete 2010 Dew Tour schedule is as follows:

<u>Event</u>	<u>Date</u>	<u>Location</u>
Skate Open,	June 25-26	Boston – TD Garden
ISF Skateboarding World Championships		
Nike 6.0 BMX Open	July 23-24	Chicago – Soldier Field South Festival Lot
Wendy's Invitational	Aug. 12-15	Portland, Ore. – Rose Quarter
Toyota Challenge	Sept. 16-19	Salt Lake City – EnergySolutions Arena
Dew Tour Championships	Oct. 14-17	Las Vegas – Hard Rock Hotel & Casino

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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.MATADORsnacks.com and www.JackLinks.com for more information on the MATADOR by Jack Link's and Jack Link's brands.

Frito-Lay North America

Frito-Lay North America is the \$12 billion convenient foods business unit of PepsiCo, which is headquartered in Purchase, N.Y. In addition to Frito-Lay, PepsiCo business units include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana. Learn more about Frito-Lay at the corporate website, www.fritolay.com, and the Snack Chat blog, www.snacks.com.

Dew Tour

The Dew Tour consists of five major, multi-sport events spanning across the country, with a cumulative points system, a \$2.5 million competitive purse and bonus pool at year-end based on overall tour standings. The Tour features skateboarding (park and vert), BMX (park, vert and dirt) and freestyle motocross. At season's end, the overall points leaders in the five disciplines will be crowned year-end champions and awarded the prestigious Dew Cup. As part of an Alli property, key lifestyle elements complement the competitions at each Tour event including the Festival Village, specialty competitions, and live, cutting-edge music. The Dew Tour is broadcast live on NBC Sports with additional competition and lifestyle broadcasts on MTV, MTV2 and USA. The Dew Tour is also distributed on Fuel TV, Universal HD, and internationally on Eurosport 2, Fox Australia, Extreme Channel and Allarco Superchannel. The Dew Tour partners include Mountain Dew (tour title sponsor) and Nike 6.0, Wendy's and Toyota (event title sponsors). Associate partners include Ball Park, JCPenney, MATADOR by Jack Link's, Paul Mitchell, PlayStation, PowerBar, Sony and Verizon. More information can be found at www.allisports.com.

Alli, the Alliance of Action Sports, is a global business that encompasses national and international action sports tours and events, multimedia production, and a consumer-facing lifestyle brand. The Alliance includes: the Dew Tour, Winter Dew Tour, China Invitational, Lucas Oil AMA Pro Motocross Championship, King of Wake series, and the Gatorade Free Flow Tour; Alli Productions, which creates original content, produces and presents content with partners, and distributes Alli content through a variety of channels. Alli is owned by NBC Sports and MTV Networks. More information can be found at www.allisports.com.

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