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**FOR IMMEDIATE RELEASE**

## **TWO JACK LINK'S® BEEF JERKY PRODUCTS RECEIVE BEST NEW PRODUCTS FOR 2010 AWARD**

**Minong, Wis. (Sept. 22, 2010)** — Two new products from Jack Link's Beef Jerky, the No. 1 U.S. meat snack brand, were recently recognized as best-in-class by two leading industry groups. Jack Link's Steakhouse Recipe Beef Jerky was voted "CSP 2010 Retailer Choice Best New Product for 2010" in the snack category by *Convenience Store Petroleum*. Additionally, Jack Link's Sasquatch™ Big Stick was awarded the title of "Best New Product for 2010" in the salty snack category by *Convenience Store News*.

"Jack Link's is known for developing new products of the highest taste and quality for our consumers," said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "It's an honor to be recognized in our industry and a true testament to our company's strength in innovation."

Jack Link's Steakhouse Recipe Beef Jerky is a classic blend of premium, grilled steak and seasonings that will satisfy any steak lover, all in a convenient, grab-n-go package. The recipe combines the savory taste of grilled steak and a special blend of seasonings, sautéed mushrooms and caramelized onions, with slow-cooked, tender slices of 100 percent beef, for a better-for-you snacking experience.

The Sasquatch Big Stick, created in connection with Jack Link's renowned *Messin' With Sasquatch* advertising campaign, is available in two flavors, "Angry" (original) and "Happy" (mild). True to its name, this larger-than-life meat snack stick measures in at a full 16 inches in length and boasts an image of the elusive Sasquatch on each package.

Jack Link's Steakhouse Recipe Beef Jerky and Sasquatch Big Stick are available at convenience, mass merchant, grocery and drug stores nationwide. The suggested retail price for Steakhouse Recipe Beef Jerky is \$5.99 per 3.25-ounce package and the Sasquatch Big Stick for \$2.49 per 2.2-ounce stick.

### **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. Jack Link's products are available in retail outlets worldwide. Visit [www.JackLinks.com](http://www.JackLinks.com) for more information on the Jack Link's brand.

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