



SMARTER BEEF 

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### ***Laura's Lean Beef Earns the Good Housekeeping Seal***

LEXINGTON, KY – Laura's Lean Beef Company today announced that it has earned the Good Housekeeping Seal, one of the most widely recognized and prestigious emblems in the world of consumer goods, for its entire family of products.

The Good Housekeeping Seal was introduced in 1909 by the Good Housekeeping Research Institute. For 100 years, it has been the foremost symbol of quality assurance and consumer protection in America. Seal-backed products are covered by Good Housekeeping's two-year money-back or replacement warranty.

"We are delighted to have the backing of the Good Housekeeping Seal on our full line of fresh beef, frozen patties and fully-cooked entrees," says Chris Anderson, Marketing Director of Laura's Lean Beef Company. "As consumers seek out healthy, high quality foods, this is one more reason to choose Laura's Lean Beef."

A recent consumer survey shows a 95% positive awareness of the Good Housekeeping Seal.\* The Seal is helpful in assuring consumers that a product has met certain quality standards. In addition, 85% of respondents to the survey went on to claim that they would be more likely to buy a product with a Good Housekeeping Institute Seal than a product without it.

### ***About the Laura's Lean Beef Company***

Founded in 1985 and headquartered in Lexington, Kentucky, Laura's Lean Beef Company is the most successful lean, natural beef company in the country, with distribution in more than 7,000 grocery stores. Offerings include a complete selection of fresh cuts of beef, frozen patties, as well as three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus and Meatloaf with Tomato Sauce.

All of the company's products come from cattle that are humanely raised, without growth hormones or antibiotics, and fed a natural diet of grasses and grains.

For more information, visit [www.laurasleanbeef.com](http://www.laurasleanbeef.com) or call 1-800-ITS-LEAN.

\* Fairfield Research Summer 2007

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