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Laura's Lean Beef Kicks Off Backyard Grilling Season, and the Company's 25th Anniversary, with \$5,000 Summer Sweepstakes

LEXINGTON, KY – Laura's Lean Beef is kicking off the summer grilling season and the celebration of its 25th anniversary with an online sweepstakes.

One lucky winner will receive a \$5,000 grand prize package that includes a backyard patio dining set, a new stainless steel gas grill, outdoor accessories, \$250 worth of Laura's Lean Beef and \$500 cash. Weekly product prizes valued at \$25 will also be awarded throughout the promotion.

Visit www.laurasleanbeef.com or www.facebook.com/laurasleanbeef for entry details and official rules. The sweepstakes runs May 24 through August 30, 2010. Winners will be notified directly and also announced online.

"Laura's Summer Grilling Sweepstakes is one way we're saying thanks to the growing number of shoppers who have helped Laura's Lean Beef evolve from its niche beginnings into a successful national brand," says Chris Anderson, director of marketing.

"Laura's Lean Beef started out in the mid-1980's, at a time when many Americans were giving up red meat," adds Anderson. "Beef had developed a reputation for being high in fat, saturated fat and cholesterol. Fish and chicken became the prescribed proteins for people who were trying to lose weight. However, Laura, our founder, believed that health-minded shoppers wanted to eat beef, if only it could fit into their lifestyles."

The Laura's Lean Beef approach: raising naturally lean breeds of cattle like Limousin and Charolais, utilizing sustainable farming techniques, and eliminating the use of antibiotics and growth hormones, was practically unheard of in the beef industry twenty five years ago.

"Laura proved that low-fat beef can taste great and be good for you during a period when red meat was essentially being put on the chopping block of the American diet," Anderson states. The trend caught on and demand for low fat beef continues to grow, with Laura's Lean Beef being the only major retail brand offering this kind of product.

Laura's Lean Beef has been awarded the Good Housekeeping Seal and five of its products have been certified by the American Heart Association (AHA). The AHA's heart-check mark identifies products that meet the association's criteria for saturated fat and cholesterol. The GH Seal and AHA's heart-check mark are among the most trusted consumer icons.

Laura's Lean Beef products are available in more than 7,000 grocery stores nationwide. In addition to fresh cuts of beef, the company also offers frozen patties and three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, and Meatloaf with Tomato Sauce. For locations, visit www.laurasleanbeef.com

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