



SMARTER BEEF 

FOR IMMEDIATE RELEASE

Contact:

Mischel Schonberg
513-239-3393
mischel@freemancommunications.biz

Chris Anderson
859-685-4411
canderson@meyerfoods.com

Laura's Lean Beef Unveils New Website as Part of 25th Anniversary Celebration

Consumer-Friendly Features Include More Recipes, a New Cooking and Nutrition Blog and Easier Navigation

LEXINGTON, KY (September 16, 2010) – As part of its 25th anniversary celebration, Laura's Lean Beef today launched a redesigned website including updated content, a new cooking and wellness blog and a wider selection of recipes that utilize its natural, lean beef products.

The website, www.laurasleanbeef.com, has also been configured to make accessing the new content as well as company and product information easier for consumers.

"Laura's Lean Beef owes much of its success to our dedicated customers," says Chris Anderson, director of marketing. "The best way to repay that passion is with the finest quality products and ideas for making red meat more delicious and nutritious. With the new website, we hope to provide consumers with both useful information and an enjoyable online experience."

The new blog, which will reside on the site, will be updated weekly and contain several new recipes each month developed by chef and food writer Barb Freda. Freda, a professionally trained cook who has worked with Danny Meyer, Bobby Flay, and Guy Fieri among others, will provide cooking tips, product reviews and healthy living ideas along with unique recipes incorporating Laura's Lean Beef.

"I'm delighted to be part of the Laura's Lean Beef website team and to have the opportunity to write for Laura's fans," says Freda. "Long before the products went national, I had the chance to interview Laura herself and have been a big believer in the product ever since."

Freda will be joined on occasion by other, guest bloggers including certified nutritionist Jenny Kramer. The blog can be accessed directly at www.laurasleanbeef.com/blog.

About Laura's Lean Beef

Laura's Lean Beef products are available in more than 7,000 grocery stores nationwide. The company offers a complete selection of fresh cuts of beef, frozen patties and award winning pre-cooked entrees.

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.

###