



Patrick Cudahy Sponsors Give Goodness Campaign Benefiting America's Second Harvest in Celebration of 120th Anniversary

Give Goodness Campaign Kicks Off at Wisconsin State Fair Aug. 8th, to Extend Over 120-Day Celebration with Employee Food Drive and a Percentage of Sales Donation

Cudahy, WI August 5, 2008 - For 120 years, families throughout the Midwest have enjoyed the genuine goodness and slow Applewood-smoked flavor of Patrick Cudahy meat products. Now, Patrick Cudahy is giving back with a new partnership with America's Second Harvest that includes a percentage-of-sales fundraising campaign and food drive to celebrate its strong community ties and to thank its loyal consumers. The Give Goodness campaign kicks off at the Wisconsin State Fair on Aug. 8 – coincidentally Patrick Cudahy Day at the fair – and extends through the 2008 holiday season. As part of the campaign, Patrick Cudahy is rallying its 1,800 employees and encouraging consumers to support local America's Second Harvest network member food banks in Wisconsin, Minneapolis and northern Illinois by collecting food and funds. Patrick Cudahy is making up to a \$12,000 corporate donation to the Give Goodness campaign.

“Our 120th anniversary represents an important milestone for Patrick Cudahy, so we wanted to do something extra special to celebrate our core values of family, fairness, wholesomeness, pride and integrity,” said James (Bud) Matthews, senior vice president sales & marketing for Patrick Cudahy. “Now more than ever, families are struggling to put food on the table and the vital work done by America's Second Harvest meets this critical need. We're proud to support local communities through this Give Goodness partnership and we encourage our neighbors to open their hearts and give whatever they can to eliminate hunger.”

Families and friends will have several opportunities to give through the Patrick Cudahy Give Goodness campaign, including:

Contributing a \$1 donation through canister collections during Patrick Cudahy Day at the Wisconsin State Fair on Friday, Aug. 8. Representatives of America's Second Harvest of Wisconsin will be on hand from 2 p.m. until 3:30 p.m. to kick off the Give Goodness campaign and to share information about the local need for at-risk families and children.

Redeeming coupons at local retailers offering \$1.10 off any two Patrick Cudahy products. Patrick Cudahy will make a donation to America's Second Harvest network member food banks matching the coupon value. Consumers should check the coupon sections of their local papers on Sunday, Aug. 10 for a coupon and to learn more about the Give Goodness campaign.

Giving a donation online to a participating network member for America's Second Harvest. Visit our website at <http://patrickcudahy.com> for links to participating network member websites and make a donation.

Giving Genuine Goodness a Patrick Cudahy Tradition

The Give Goodness campaign builds upon a long history of philanthropic support by Patrick Cudahy for America's Second Harvest, including food donations and monetary support. Building on this tradition, Patrick Cudahy's 1,800 employees will be collecting and donating non-perishable food items Sept. 26 – Oct. 10, coinciding with Hunger Action Month, as part of a company-wide food drive.

“On behalf of our participating America's Second Harvest network members' food banks, we are honored to be part of Patrick Cudahy's 120th anniversary celebration.

The food and funds generated through the Give Goodness campaign will have a tremendous impact on local communities,” said Gina Styer, communications manager for America’s Second Harvest of Wisconsin. With rising fuel and food prices, the need this year is particularly acute, adds Styer, as low-income families struggle to meet even basic needs. “As we head back to school and look forward to the holidays, we hope that the Give Goodness campaign will bring community members together in the spirit of sharing to help ensure our neighbors have sufficient food.”

Among the member organizations benefiting from the Give Goodness campaign will be:

America’s Second Harvest of Wisconsin serving the greater Milwaukee metro area and 36 counties in eastern Wisconsin. The food bank is the largest, private, non-profit distributor of food in the state serving 235,000 people annually. Second Harvest Food Bank distributes nearly 14 million pounds of food annually to 1,100 food pantries, meal programs and shelters throughout Wisconsin.

Second Harvest Foodbank of Southern Wisconsin serving Madison and the 16 counties in the southwestern portion of Wisconsin. This network of charitable programs provides food assistance to more than 77,000 people in need in southern Wisconsin each year. Last year, nearly 6 million pounds of grocery items were distributed to a network of over 400 charitable food programs.

Second Harvest Heartland serving 59 counties including the western portion of Wisconsin. This network member is the upper-Midwest’s largest hunger relief organization with more than 1,000 member agencies and programs serving 34.5 million pounds of food each year.

Northern Illinois Food Bank (NIFB) serving Rockford/Freeport and 13 counties in northern Illinois. In 2007, the NIFB distributed over 22 million pounds of food in northern Illinois.

Since 1888, Patrick Cudahy has been bringing families together with the genuine goodness of quality products. From our signature sweet apple-wood smoked bacon, hams and turkey products to our distinct ethnic offerings, Patrick Cudahy is proud to offer its customers great value and quality they can trust.

For 120 years, Patrick Cudahy has remained true to its brand heritage and shared values. The company still employs the famous five-story rotary smokehouse method originated to provide a truly authentic Applewood-smoke flavoring for its bacon.

Founder Patrick Cudahy began his career at age 13 as a meat-packer and the family-owned business quickly established a reputation as a leading industry innovator. Patrick Cudahy was one of the country's first packers to produce semi-perishable canned hams. In later years the company grew as a leader in producing sliced dried beef, Italian-style sausage, salami, pepperoni and sliced bacon. Today, Patrick Cudahy continues to innovate with retail and deli products for the growing Hispanic and Latino communities. In addition, the company is bringing its genuine goodness food profile to industrial and foodservice customers seeking the quality and goodness only Patrick Cudahy can deliver. Visit www.patrickcudahy.com to learn more about the Give Goodness campaign, Patrick Cudahy products and promotional programs.

America's Second Harvest — The Nation's Food Bank Network is the largest charitable domestic hunger-relief organization in the United States. Through its network of more than 200 member food banks, America's Second Harvest annually provides assistance to more than 25 million people in need, including more than 9 million children and nearly 3 million seniors in all 50 states, the District of Columbia and Puerto Rico. Each year, America's Second Harvest secures and distributes more than 2 billion pounds of food and grocery products to support feeding programs at approximately 63,000 local charitable agencies, including food pantries, soup kitchens, emergency shelters, after-school programs, and Kids Cafes. To learn more, please visit www.secondharvest.org.