



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

Cudahy, WI September 25, 2007 - As part of an initiative to bring families back together and to spend quality mornings at the breakfast table, Patrick Cudahy will introduce the "Come Back To Breakfast" campaign on October 1. The comprehensive program will include print, radio and web components. A regional FSI is scheduled to circulate on Sunday, October 28 in more than 67 publications within Wisconsin, Minnesota and Illinois; reaching more than 4.5 million households. The FSI will offer consumers three (3) money-savings coupons on any ReaLean® Turkey or Ham products, any raw bacon or fully cooked bacon, and on Heat & Eat fully cooked and browned breakfast sausage patties or links.

Consumers will also have a chance to enter the Patrick Cudahy Breakfast & Bed Sweepstakes for a chance to win a 3-day, 2-night stay at any Bed & Breakfast of their choice in the United States. The prize also includes air travel to and from as well as \$600 in spending money. Consumers can enter the contest via the PatrickCudahy.com website. The contest begins October 1 and ends November 30, 2007.

To further spread the word, the campaign consists of a regional radio buy in the Wisconsin, Minnesota and Illinois markets. In southeastern Wisconsin, :10, :15 and :60 commercials will air on WKLH – FM 96.5 during prime morning drive times and on weekends prior to the FSI launch and following the campaign drop.

"This is an exciting campaign for us in which we remind consumers about the importance of starting their mornings with breakfast. It also allows us to increase our brand awareness of the variety of products Patrick Cudahy offers right here at home. After all, Patrick Cudahy is a familiar brand that many of us grew up with in our

households”, said Bud Matthews, Senior Vice President, Retail Sales & Marketing. “This is the first-ever all inclusive campaign we’ve launched. A program of this magnitude is poised to achieve tremendous brand buzz plus generate new sales. This is only the beginning. We’ve got a lot in store that we’re planning to launch in the next few months – especially right here at home”.

Since 1888, Patrick Cudahy has been bringing families together with the genuine goodness of quality products. From our signature sweet apple-wood smoked bacons, hams and turkey products to our distinct ethnic offerings, Patrick Cudahy is Something Special Made from Wisconsin™.