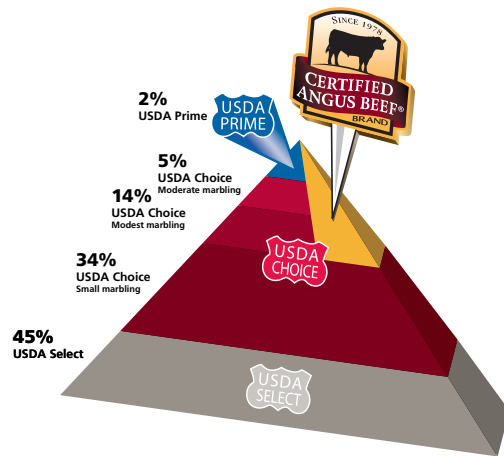


FACTS

Certified Angus Beef LLC, 206 Riffel Rd., Wooster, Ohio 44691-8588
330-345-2333

- ★ Only 8 percent of beef meets the highest standards to become the *Certified Angus Beef*® brand, making it *Angus beef at its best*®.
- ★ Integrity is built in. It is the only brand that tracks every pound of beef from initial identification until it is sold to consumers, ensuring they receive genuine *Certified Angus Beef*® products.
- ★ Precise standards for flavor, juiciness and tenderness ensure *Certified Angus Beef*® cuts grade USDA* Prime and the top of USDA Choice.
- ★ The *Certified Angus Beef*® brand is available in U.S. and international grocery stores and restaurants. Products include: classic fresh cuts, the brand's Prime and Natural lines, convenience products and deli items.
- ★ In addition to information for food professionals, our www.certifiedangusbeef.com Web site offers consumers free recipes, cooking tips and nutritional information.
- ★ Since 2000, more than half a billion pounds of *Certified Angus Beef*® products have been sold annually – about 2.9 billion servings per year (assuming a 3-ounce serving).
- ★ Certified Angus Beef LLC is a nonprofit subsidiary of the American Angus Association. It was founded in 1978 as the first, fresh beef brand.



A promise of quality

The *Certified Angus Beef*® brand is the world's top choice for premium beef. That's because our stringent standards promise superior flavor, juiciness and tenderness. To ensure the brand's reliable quality, the USDA evaluates beef for our brand's ten quality standards. Beef earning our coveted brand must have:

Superior Flavor: We require Modest or higher marbling and medium to fine texture, so everyone who enjoys our products experiences more, juicy flavor in every bite.

Preferred Tenderness: We only accept beef with superior tenderness, bright-red color and pleasing texture.

Dependable Quality: Our standards not only ensure good taste but provide appealing portion sizes for the most pleasurable dining experience.

For more information, contact our staff at 330-345-2333 or visit www.certifiedangusbeef.com.



Angus beef at its best®