

Contact:
Jennifer Kiko
Certified Angus Beef LLC
330-345-2333, ext. 265
jkiko@certifiedangusbeef.com

Centuries-old traditions ignite a world of flavor
Fogo de Chão offers *Certified Angus Beef*[®] brand for unrivaled flavor

DALLAS, Texas— July 8, 2008 – Guests at Fogo de Chão restaurants, located in major cities nationwide, know the Brazilian steakhouse for its fire-roasted meats, gourmet salad bar and unrivaled service delivered in a unique and energetic atmosphere.

As a Churrascaria (Brazilian steakhouse), Fogo de Chão's meat entrées take center stage. It's the reason the company offers patrons the very best beef available – the *Certified Angus Beef*[®] brand.

"I believe Fogo de Chão and the *Certified Angus Beef*[®] brand share one very important characteristic: quality. Our customers demand it and it's our job to provide it," says Flynn Dekker, Fogo de Chão chief marketing officer.

"The strength of each individual brand is only rivaled by the power of their combination. In the end, it's our customers who reap the greatest reward – an unforgettable dining experience."

Dekker says the restaurant accepts only products of the highest quality to serve its guests and the *Certified Angus Beef*[®] brand meets those expectations.

The *Certified Angus Beef*[®] brand is more selective than USDA Prime, Choice and Select. Less than 8% of beef can achieve the benchmark standards that ensure the brand's mouthwatering flavor, juiciness and tenderness.

"The superior taste and marbling in the beef convinced us – years ago – to try the *Certified Angus Beef*[®] brand. The overwhelmingly positive reaction of our customers convinced us to keep it," Dekker says.

Fogo de Chão continues to enthrall its customers with the Gaucho way of preparing meat[®]. For restaurant locations and information, visit www.fogo.com.

The *Certified Angus Beef*[®] brand is proudly offered at more than 13,000 restaurants and retailers throughout the United States and internationally. For more information, visit www.certifiedangusbeef.com.

#