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Executive Office

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808



Manhattan Office

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

Japan Office

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

Chiba-shi, Chiba 261-7114

Japan

Ph.: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contact:

Jennifer Smith

Certified Angus Beef LLC

330-345-2333, ext. 283

jsmith@certifiedangusbeef.com

SYSCO-Central California leads bowl game beef donation

FRESNO, Calif. – March 4, 2008 – SYSCO Food Services of Central California Inc., Modesto, Calif., teamed up with Holten Meat Inc. and Certified Angus Beef LLC for a beef donation with the Fresno State University football team, winners of the 2007 Rody's Humanitarian Bowl. The football team used its victory in a pre-bowl game bowling event to benefit a local charity serving the hungry and homeless.

On Feb. 27, Fresno State Coach Pat Hill and T.J. Leonard of SYSCO Food Services of Central California, the 2008 *Certified Angus Beef*® Specialist of the Year, presented Fresno's Poverello House with a donation of 402 pounds of Holten Meat's Thick 'N Juicy® *Certified Angus Beef*® brand patties.

The team won the burgers by scoring 201 points in the *Certified Angus Beef*® Bowl for Beef, which pitted Fresno State players against the Georgia Tech team. For each pin knocked down, players earned a two-pound beef donation to a hometown charity of their choice. Food Services of America-Boise organized the bowling event as part of its sponsorship of 2007 Rody's Humanitarian Bowl activities.

"We are extremely grateful to Coach Pat Hill and the Bulldogs for choosing Poverello House as the beneficiary for this project," said Jim Connell, executive director of Poverello House. "This donation will allow us to continue to serve our mission of feeding the poor, hungry and homeless of the community. We'd also especially like to thank SYSCO Food Services for providing the beef."

Rody's Humanitarian Bowl, a post-season college Football Bowl Association game, matches a team from the Western Athletic Conference with a team from the Atlantic Coast Conference. The game was inspired by the World Sports Humanitarian Hall of Fame, www.sportshumanitarian.com, located on the Boise State University campus, which recognizes individuals and organizations from the world of amateur and professional athletics that distinguish themselves as role models through their humanitarian efforts.

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