

for immediate release
NEWS

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***Certified Angus Beef*[®] Brand Online Ordering Fact Sheet**

Product Name: *Certified Angus Beef*[®] brand Ordering Service

Product Launch: June 14, 2010

Why *Certified Angus Beef*[®] brand?

Since 1978, only one brand of beef has promised and delivered flavorful tender, juicy cuts of beef. The *Certified Angus Beef*[®] brand is the only brand of beef owned by the American Angus Association[®] and its more than 30,000 rancher members. The brand's premium beef is found in the most elite steakhouses, grocery meat cases and is now available online.

Brand Lines: *Certified Angus Beef*[®] brand

The very best Angus beef available, the brand relies on 10 strict quality specifications and generous marbling to deliver mouthwatering beef each and every bite.

***Certified Angus Beef*[®] brand Prime – the best of the best**

For the most discerning customers, there is no finer choice than *Certified Angus Beef*[®] brand Prime. In addition to meeting the USDA Prime grading requirements, it must also meet all 10 of the *Certified Angus Beef*[®] brand's quality specifications. Less than 1.5% of all beef meets those exacting standards. The world's finest steakhouses and fine-dining establishments are proud to feature *Certified Angus Beef*[®] brand Prime cuts.

***Certified Angus Beef*[®] brand Natural – a natural choice**

The brand's Natural line delivers consumers the highest quality natural beef with a "never, never, never" commitment. Cattle are never given hormones or hormones. And, cattle are never fed anything but a vegetarian diet.

To earn the brand's name, this Natural beef must also meet the brand's 10 stringent quality specifications for flavor, tenderness and juiciness. These standards – paired with a never, never, never commitment – ensure consumers always enjoy the highest quality natural beef.

- more -

www.

certifiedangusbeef

.com

Online/2

Steaks Available Online: All steaks are available in packages of four, five and six.

Strip Steak The full-flavored strip cut is a traditional favorite of beef lovers and a mainstay on steakhouse menus. It is known for its “firm bite” and robust taste.

- 12-ounce *Certified Angus Beef*[®] brand Strip Steaks from \$80.95
- 12-ounce *Certified Angus Beef*[®] brand Prime Strip Steaks from \$109.95
- 12-ounce *Certified Angus Beef*[®] brand Natural Strip Steaks from \$109.95

Filet Mignon The most tender cut of beef, filet mignon is lean yet succulent and showcases a mild flavor with delicate, melt-in-the-mouth texture.

- 8-ounce *Certified Angus Beef*[®] brand Filet Mignons from \$85.95
- 8-ounce *Certified Angus Beef*[®] brand Prime Filet Mignons from \$113.95
- 8-ounce *Certified Angus Beef*[®] brand Natural Filet Mignons from \$113.95

Ribeye Known for its robust flavor, juiciness and generous marbling, the ribeye is a steakhouse favorite.

- 10-ounce *Certified Angus Beef*[®] brand Ribeyes from \$74.95

Specialty Assortments: *Certified Angus Beef*[®] **Cattlemen’s Premium Collection for \$147.95**
For the steak connoisseur, this collection is a showcase of four 12-ounce strip steaks, four eight-ounce filet mignons and four 10-ounce ribeyes boasting generous marbling and legendary mouthwatering flavor.

Certified Angus Beef[®] **Gourmet Frankfurters for \$61.95**
These all-beef frankfurters are made with 100% *Certified Angus Beef*[®] cuts and deliver legendary old-world flavor in every robust bite. No additives, binders, fillers – or MSG. Package includes six 1-lb. packs of six franks.

Packaging Details: Each order is fresh frozen, vacuum sealed and covered with a durable polyethylene film to ensure the highest quality before being shipped in a gift box arriving in a reusable insulated cooler.

To Purchase: Visit www.certifiedangusbeef.com/order

About *Certified Angus Beef*[®] brand: For more than 30 years, the *Certified Angus Beef*[®] brand has been world-famous for its exceptional quality and generous marbling. Ten strict scientific standards ensure each bite is full of mouthwatering flavor, tenderness and juiciness. The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound was sold in 1978. The *Certified Angus Beef*[®] brand is proudly featured by more than 13,600 restaurants and retailers around the world.

For more information: Visit www.certifiedangusbeef.com.
Follow the brand on Twitter: www.twitter.com/CertAngusBeef or become a fan of: “Certified Angus Beef[®] brand” on Facebook.

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