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Certified Angus Beef[®] brand “A click away” with new online service

WOOSTER, Ohio – June 16, 2010 – Steak lovers across the United States can rejoice, as the elite beef served at white tablecloth restaurants is now available for doorstep delivery. The *Certified Angus Beef*[®] brand now offers online ordering at www.certifiedangusbeef.com/order, making the brand’s premium beef – traditional, Prime, and Natural lines – available for beef connoisseurs and gift givers nationwide.

“For more than 30 years, our premium beef brand has developed a loyal following of consumers demanding its unparalleled taste in the most elite steakhouses and grocery meat cases,” explains John Stika, president of Certified Angus Beef LLC. “Online service is the next step in delivering superior beef to customers who can share their passion for steak as the perfect celebratory gift.”

The *Certified Angus Beef*[®] brand, which is the only brand of beef owned by the American Angus Association[®] and its more than 30,000 rancher members, is offering an elite selection of steaks and gourmet frankfurters. Steak selections include tender 8-ounce *Certified Angus Beef*[®] filet mignons, full-flavored 12-ounce *Certified Angus Beef*[®] strip steaks and robust 10-ounce *Certified Angus Beef*[®] ribeyes. All cuts are available in packages of four to six steaks and begin at \$74.95.

Also available for consumers: *Certified Angus Beef*[®] brand Prime and *Certified Angus Beef*[®] brand Natural strip steaks and filet mignons. The brand’s Prime selections appeal to the most discerning taste buds, with less than 1.5% of steaks qualifying for the elite Prime label. The brand’s Natural cuts tout the highest quality and a “never, never, never” commitment – cattle are never given antibiotics, hormones or anything but a vegetarian diet. In addition, both the Prime and Natural lines must meet all of the *Certified Angus Beef*[®] brand’s 10 strict quality standards, ensuring consumers enjoy only the best Angus beef.

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 inside in a reusable insulated cooler. For information and ordering, visit www.certifiedangusbeef.com/order.

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 is proudly featured by more than 13,600 restaurants and retailers around the globe and is now available online. For more information, visit www.certifiedangusbeef.com. Follow the brand on Twitter: www.twitter.com/CertAngusBeef or become a “*Certified Angus Beef*[®] brand” fan on Facebook.

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