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30TH ANNIVERSARY

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Over \$67,000 raised for Colvin Scholarship Fund

WOOSTER, Ohio—Oct. 13, 2008—Loyal supporters raised \$67,150 for the Colvin Scholarship Fund during the *Certified Angus Beef*[®] (CAB) brand's annual conference, Sept. 11-13, in Coeur d'Alene, Idaho.

An auction, as well as a golf tournament sponsored by G&C Food Distributors/Palmer Food Services, Rochester, N.Y., supported the fund. The company also purchased the 2009 golf tournament sponsorship for \$20,000. The purchase entitles Palmer to premier signage and publicity for the golf outing at the brand's 2009 annual conference in Scottsdale, Ariz.

"After being involved with the *Certified Angus Beef*[®] brand for many years, we saw an opportunity for our companies to become involved more actively in an organization that has contributed to our success and provided greater visibility and prestige within our industry," said David Lepage, G&C president.

"It's exciting and rewarding for us to see young people who are motivated and instilled with a work ethic that is not all that common these days, and we need to do all that we can to support that. It's important to give back to the community and the industry that has provided all of us with a livelihood," Lepage said.

Other buyers at the live auction were: Sysco Specialty Meat Companies, Atlanta, Ga.; Stock Yards Meat Packing Company of Phoenix; To-le-do Foodservice, Winnipeg, Manitoba; and Dee's Foodservice, Albuquerque, N.M.

Five Colvin scholarships totaling \$8,500 were awarded this year. Rebecca Tokach, a 2008 Colvin Scholarship recipient, attended the conference and thanked CAB partners for their continued support.

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The Colvin Scholarship Fund and Certified Angus Beef LLC are seeking applicants for the 2009 scholarships. Applications are due Dec. 15, 2008. The scholarships, totaling \$9,000, will be awarded in January 2009 to junior or senior college level students demonstrating a commitment to the beef industry in pursuit of a meat science, food science, animal science, marketing, business, communications, journalism, or other degree related to the beef industry.

Applications are available at <http://www.certifiedangusbeef.com/corp/press/colvin/>.

The Colvin Scholarship Fund is part of the Angus Foundation. The evening's fundraising efforts helped meet a \$5 million fundraising milestone in the foundation's drive to \$11 million.

"The Angus Foundation was profoundly humbled by the generous financial support from avid Angus enthusiasts among *Certified Angus Beef*[®] brand partners," said Milford Jenkins, Angus Foundation president. "Their generosity empowered the Angus breed's national fundraising initiative, *Vision of Value: Campaign for Angus*, to achieve another significant milestone on its way to the \$11 million goal by Dec. 31, 2011.

"Future recipients of the prestigious Colvin scholarships made possible by these funds will always be grateful for this financial support by these progressive corporate and individual benefactors who recognize the value of investing back in the Angus breed and providing educational opportunities for the next generation of leaders," Jenkins said.

Developed in 1999 when Louis M. "Mick" Colvin retired as CAB's executive director, the scholarship program recognizes his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the CAB Program in 1978, leading it to provide the world's leading brand of fresh beef. Today, more than 12,500 businesses sell CAB products in over 30 countries.

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 30 years ago in 1978. Less than 8% of beef can achieve the brand's benchmark standards. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best*[®]. For more information, visit www.certifiedangusbeef.com.

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