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John Stika photo available at: <http://www.cabpartners.com/news/photos/JohnS048.jpg>

Brent Eichar photo available at: http://www.certifiedangusbeef.com/photos/B_Eichar.jpg

Stika, Eichar named as honored alumni

WOOSTER, Ohio – May 19, 2010 – John Stika and Brent Eichar, executives with the *Certified Angus Beef*® brand in Wooster, received awards from their collegiate alma maters this spring, recognizing their contributions to the beef and food industries.

Stika, company president since 2006 and a Kansas State University meat science graduate (1993, MS '98, PhD Kentucky '03), was named K-State's 2010 College of Agriculture Outstanding Young Alumnus. Stika was recognized this month for his leadership in the meat industry, from his college career to his current role with the brand.

“John has shown the vision and ingenuity to face future challenges and the practicality to take steps one at a time,” said Ken Odde, head of the Animal Science Department, in nominating Stika. With these tools, Stika has led a staff of 100 to realize the brand's potential for consumers and cattlemen alike.

In March, The Ohio State University's College of Food, Agricultural and Environmental Sciences named Eichar ('87) as a 2010 Distinguished Alumnus. Eichar, senior vice president, was honored for his contributions over the past 23 years, from developing product tracking in 1988 to legal and fiscal management today that help ensure brand integrity for licensed businesses and consumers.

Both Stika and Eichar have helped shape the brand and its global success. Developed on the idea that consumers choose beef for its taste, the *Certified Angus Beef*® brand is offered by more than 15,100 restaurants and grocery stores throughout the United States and internationally. Local sources include Buehler Food Markets, Giant Eagle, Medina Steak House, the Olde Jaol Brewing Company, the Wooster Inn and John Q's Steakhouse.

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 and 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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