

For Immediate Release
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Kayem Foods acquires Jordan's, Deutschmacher, Kirschner and Essem brands from Tyson Foods

New England's #1 brand of franks adds seven leading regional brands to its portfolio of hot dog and deli products and expands its presence as the largest meat processor in the region

(Chelsea, MA) – Kayem Foods today reached an agreement to acquire the Jordan's, Deutschmacher, Kirschner, Essem, Sunny Isle, Tasty Bite and Williams of Vermont brands from Tyson Foods. This agreement gives Kayem Foods ownership of all trademarks associated with these well-known New England brands and the ability to market them to existing and new customers.

"Kayem Foods is a worthy steward for these important brands and the traditions they have created," says Ray Monkiewicz, President and CEO of Kayem Foods Inc. "Like Kayem, these brands began as corner meat markets and matured into providers of delicious authentic products using the highest quality standards. We are working hard to create a seamless transition with Tyson and our retail partners to ensure continuity of business for consumers across New England who cherish these brands."

Kayem, which will celebrate its 100th anniversary in 2009, manufactures the #1 brand of franks sold in New England (Kayem). Best known for their Old Tyme Natural Casing franks, Kayem produces over 120 varieties of hot dogs and 320 varieties of deli meats, sausage and dinner hams under the Kayem, *al fresco*, Schonland's, Triple M, Genoa, DeCosta and Meisterchef brands.

Kayem Foods, Inc. is the largest meat processor in New England, making over 400 products across seven brand names. The privately-held and operated company has been owned and operated by the same family since 1909. Kayem Foods offers the best of both worlds – "Old World" flavor and "New World" quality and freshness.

For more information, visit the Kayem website at www.kayem.com.

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