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**JAGUARS FANS CAN NOW SINK THEIR CLAWS INTO A BETTER DOG:
JACKSONVILLE JAGUARS TEAM WITH KAYEM TO SERVE NEW ALL-BEEF FRANKS AT
EVERBANK FIELD**

Kayem Named Official Hot Dog, Sausage and Deli Meat of the Jacksonville Jaguars and EverBank Field

JACKSONVILLE, Fla. (October 4, 2011) - As fans throughout Jacksonville enjoy the excitement of a promising new season of Jaguars football, fans at EverBank Field can now enjoy a new and improved hot dog and sausage at every game. There's a new top dog in Jacksonville (and we're not talking quarterbacks) as the Jaguars (www.jaguars.com) and Kayem Foods, Inc. (www.kayem.com) announced today a new multi-year sponsorship and licensing agreement to manufacture and distribute Kayem Franks, Sausage and Deli Meat at Jaguars games, and make Kayem the Official Brand of Franks, Sausage and Deli Meat of the Jacksonville Jaguars and EverBank Field.

As part of the agreement, Kayem has introduced new and improved products for all Jacksonville Jaguars home games. Kayem products will also be available at all future EverBank Field events, including the Gator Bowl and the annual Florida vs. Georgia Football Classic.

Kayem Hot Dogs at EverBank Field feature Kayem's special all-beef recipe, offering a unique blend of spices for a distinct bolder flavor. Kayem Italian Sausage features Kayem's proprietary pork recipe and offers a distinct hearty flavor as well. The plump and juicy hot dogs and sausage have no fillers and are MSG and gluten free.

According to Bob Kufferman, Kayem Senior Brand Manager, "We are thrilled to partner with the Jaguars for the privilege of serving great tasting franks that will enhance the fan experience for millions of hot dog enthusiasts at EverBank Field. This partnership is also the latest milestone in our efforts to reach sports fans statewide through partnerships with major Florida professional and college sports teams, and a key step in our continued efforts to expand Kayem's brand presence, while delivering top-quality franks and

sausage to people all throughout Northern Florida.” In recent years, Kayem has become the Official Hot Dog of the Tampa Bay Lightning, Tampa Bay Rays and Florida State® Seminoles®.

“We are very excited to have Kayem as a new multi-year partner, said Macky Weaver, Jaguars Senior Vice President of Sales & Marketing. “Offering Jaguars fans a great tasting, quality brand of hot dogs and sausage like Kayem at Everbank field will only further enrich the game day experience for our loyal fans.”

Kayem Foods, founded in 1909, is the largest meat processor in New England. Owned and operated by the same family for more than 100 years, the company manufactures Kayem Franks, the #1 brand of franks sold in New England. Best known for its Old Tyme Natural Casing franks, Kayem produces over 100 varieties of hot dogs and 300 varieties of deli meats, sausage and dinner hams under the Kayem, *al fresco*, Schonland’s, McKenzie, Triple M, Genoa, Jordan’s, Deutschmacher, Kirschner, and Essem brands. In 2009, Kayem Foods began manufacturing and distributing the iconic Fenway Franks line of hot dogs, the Official Hot Dog of the Boston Red Sox and Fenway Park. In 2010, Kayem also became the official Hot Dog and Sausage of the Tampa Bay Rays baseball team.

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