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NEW ENGLAND PATRIOTS TEAM WITH KAYEM TO OFFER NEW FRANKS AT GILLETTE STADIUM

Kayem Named Official Hot Dog and Sausage of the New England Patriots and Gillette Stadium;

New All Beef Franks and Other Kayem Products Served at Patriots Games and All Stadium Events

CHELSEA, MA (NOVEMBER 10, 2010) - To kickoff a new decade of Patriots football, a hometown favorite and the #1 brand in New England is now the new top dog at Gillette Stadium. The New England Patriots (www.patriots.com) and Kayem Foods, Inc. (www.kayem.com) announced today a new multi-year sponsorship and licensing agreement to manufacture and distribute the Kayem Franks & Sausage at Patriots games, and make Kayem the Official Brand of Franks and Sausage of the New England Patriots and Gillette Stadium.

As part of the agreement, fans at Gillette Stadium can enjoy Kayem Beef Hot Dogs and Kayem Natural Casing Italian Sausage at all future Patriots games and New England Revolution games, as well as concerts and other events. Select products will also appear in retail stores throughout New England later in the fall. Kayem Hot Dogs at Gillette feature Kayem's special all-beef recipe, offering a unique blend of spices for a distinct bolder flavor. The plump and juicy skinless hot dogs have no fillers and are MSG and gluten free.

"The Patriots are thrilled to offer Kayem, a beloved New England brand and one of the country's most successful hot dog and sausage manufacturers, to the fans of the New England Patriots at Gillette Stadium," said Murray Kohl, Vice President of Sales for the New England Patriots. "We are committed to providing fans at Gillette with the very best foods to enjoy, and offering Kayem's quality products is yet another way we can deliver to our fans the premier stadium experience."

"For more than a century, hot dog lovers throughout New England have recognized Kayem as the brand that delivers the best-tasting franks that get high marks for quality and freshness," said Matt Monkiewicz, Vice President of Marketing at Kayem Foods. "We are thrilled to partner with the New England Patriots - another local brand that has set the bar for excellence - for the privilege of delivering top-quality,

delicious franks and sausage that will enhance the fan experience for millions of sports fans at Gillette Stadium.”

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.

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