



Contact: Brooks Wallace
RF | Binder (on behalf of Kayem)
(781) 559-0426
Brooks.Wallace@rfbinder.com

KAYEM FOODS STRIKES DEAL TO BECOME OFFICIAL HOT DOG AND SAUSAGE OF THE TAMPA BAY LIGHTNING

ST. PETERSBURG, FL (January 25, 2011) - From the first drop of the puck to the final siren, Tampa Bay Lightning fans can now score better hot dogs and sausages throughout all games at the St. Pete Times Forum. The Tampa Bay Lightning and Kayem Foods, Inc. (www.kayem.com) announced today a new multi-year sponsorship and licensing agreement to manufacture and distribute Kayem Franks & Sausages at Lightning games, and make Kayem the Official Brand of Franks and Sausages of the Tampa Bay Lightning and the St. Pete Times Forum.

As part of the agreement, Kayem has introduced new and improved products at Tampa Bay Lightning home games, including the Kayem Beef Hot Dog, Kayem Beef Kids Dog and Kayem Italian Sausage. Kayem Hot Dogs at the St. Pete Times Forum 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.

Kayem's partnership with the Lightning follows last April's partnership with the Tampa Bay Rays baseball team to make Kayem the Official Hot Dog and Sausage of the Tampa Bay Rays and Tropicana Field. In September, Kayem was also recently named the official hot dog and sausage of the Florida State® Seminoles®. "We are thrilled to have partnerships with both of Tampa's professional sports teams, and for the opportunity to deliver top-quality, delicious franks and sausages that enhance the fan experience for millions of hot dog enthusiasts throughout Florida, all year long," said Bob Kufferman, Kayem Senior Brand Manager. "Our partnership with the Lightning reinforces Kayem as the brand that offers Florida sports fans and hot dog lovers truly great tasting franks that get high marks for quality and freshness."

"The Lightning are thrilled to partner with Kayem, one of the country's most established and successful hot dog manufacturers, to introduce Kayem Beef Hot Dogs and Sausages at our games," said Bob Rossi, Corporate Marketing Manager for the Tampa Bay Lightning. "Over the past year, we have focused on upgrades to make the St. Pete Times Forum a world-class home for our team and a better place for fans to enjoy Bolts hockey. Offering Kayem's quality products is yet one more way we can exceed our fans' expectations and deliver the best possible game experience."

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.

####