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Contact: Jessica Rosen
RF | Binder (on behalf of Kayem)
(212) 994-7522
Jessica.Rosen@rfbinder.com

THE NEW TOP DOG IN TOWN: TAMPA BAY RAYS PARTNER WITH KAYEM FOODS TO INTRODUCE NEW RAYS HOT DOG

ST. PETERSBURG, FL (APRIL 6, 2010) -- To kick off the new decade, there is now a new dog at Tropicana Field. The Tampa Bay Rays and Kayem Foods, Inc. (www.kayem.com) announced today a new multi-year sponsorship and licensing agreement to manufacture and distribute the Kayem Beef Hot Dog at Rays games, and make Kayem Franks the Official Hot Dog and Sausage of the Tampa Bay Rays and Tropicana Field.

As part of the agreement, Kayem will introduce new and improved products at Tropicana Field on Opening Day 2010, including the Kayem Beef Hot Dog, Kayem Footlong Beef Hot Dog, Kayem Beef Kids Dog and Kayem Italian Sausage. Select products will also appear in retail stores, with new packaging, throughout Florida later in the spring. The new hot dog, created especially for Rays fans, features a 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 Rays are thrilled to be partnering with Kayem, one of the country's most established and successful hot dog manufacturers, to be introducing the all-new Kayem Beef Hot Dog," said Mark Fernandez, Sr. Vice President for the Tampa Bay Rays. "We have placed a real premium on enhancing the fan experience and this exciting new partnership is another step towards our ongoing commitment to exceeding our fans' expectations and delivering the best possible product."

"For more than 100 years, Kayem has provided hot dog lovers with great tasting franks that get high marks for quality and freshness," said Bob Kufferman, Kayem Senior Brand Manager. "As we move forward into our second century, we are thrilled to partner with the Rays franchise for the privilege of

delivering top-quality, delicious franks that will enhance the fan experience for millions of hot dog enthusiasts at Tropicana Field and throughout the region.”

Kufferman said that Kayem and the Rays will look to plan a number of joint marketplace activities, such as product promotions and special events, aimed at extending the relationship beyond Tropicana Field and into the minds of consumers throughout the region. “You won’t have to be at the game to know that Kayem is the Official Hot Dog and Sausage of the Rays,” he said.

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 120 varieties of hot dogs and 320 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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