



Laura's Lean Beef Honored by Advertising Age as a Top 50 Marketer for 2007

*Leading Advertising Industry Trade Magazine Recognizes
Natural Beef Company's Innovative Marketing Campaigns*

Lexington, KY (November 12, 2007) — Laura's Lean Beef Company, North America's only naturally-raised, lean beef brand, today was named by *Advertising Age*, the leading ad industry trade publication, as one of the top 50 marketers for 2007. For their annual Marketing 50 honor, *Advertising Age* identifies and highlights 50 companies who have executed unique and effective brand marketing strategies. Other companies and brands honored this year include Apple's iPhone, Hewlett Packard computers, Smart Balance buttery spread, Dannon's Activia yogurt, and Seventh Generation household and personal care products.

Laura's Lean Beef has promoted its healthy beef in retail grocery chains for over 22 years and is now a firmly established national brand, with a product line that addresses the needs of health-conscious shoppers. Laura's Lean Beef has successfully executed an integrated marketing strategy to educate both customers and health professionals about the real benefits of Laura's products. This year, the company's marketing strategy has featured many elements, including:

- A two-month Weight Watchers.com advertising campaign during grilling season,
- A year-long direct mail campaign to the company's database of over 350,000 preferred customers and health professionals,
- A targeted marketing campaign to registered dietitians and certified diabetes educators through their national organizations and conventions,
- An in-store marketing campaign targeting busy moms and active singles with quick, low-fat recipes available at point of sale,
- An extensive search engine advertising campaign supporting the re-launch of www.LaurasLeanBeef.com,
- A blog by Laura Freeman, Founder, President & CEO of Laura's Lean Beef, which allows Freeman to make personal connections with customers while writing about day-to-day experiences on her farm in Kentucky,
- A *Prevention* magazine feature which included Laura's Pre-Cooked Pot Roast au Jus as one of the "25 Best New Foods" in the magazine's July issue.

"Since I started the company in 1985, I have been passionate about offering customers naturally-raised, lean beef, so that they can continue to enjoy red meat, while also maintaining healthy eating habits," said Laura Freeman, Founder, President, and CEO of Laura's Lean Beef. "We have worked hard to build a more personal, interactive outreach

program, by communicating directly with our customers both online and offline, and by having a product that deeply appeals to mainstream shoppers. We're excited that *Advertising Age* has identified Laura's Lean Beef Company's marketing efforts as being among the year's best."

To learn more or find a list of retailers selling Laura's Lean Beef products, log-on to www.laurasleanbeef.com.

About Laura's Lean Beef

In 1985, Laura Freeman founded the Laura's Lean Beef Company on her family's farm with two goals in mind: to improve the financial stability of small and medium-sized cattle operations and to improve the nutritional qualities of beef. Today, Laura's Lean Beef is the only naturally-raised, lean beef company in North America. Laura's products are currently sold in more than 6,500 grocery stores in 47 states and Canada. In 2007, company sales are expected to surpass \$150 million.

For additional information, or to schedule an interview, please contact:

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