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Jack Link's® Beef Jerky Announces Agreement To Acquire Underwood, Iowa Warehouse Facility

Acquisition provides increased distribution center capacity to meet growing demand

Minong, Wis. (Oct. 21, 2011) — Jack Link's® Beef Jerky, the No. 1 U.S. meat snack brand, announced today that it has reached an agreement to acquire a distribution facility located in Underwood, Iowa from The Oriental Trading Company, a direct merchant of party supplies, small toys and novelties. The transaction is expected to close by the end of November, subject to customary closing conditions. Terms of the deal were not disclosed.

In addition to shipping, receiving and product merchandising support, the acquisition will increase Jack Link's distribution center and warehouse capacities, further positioning the brand for future growth.

"The Underwood facility will complement our existing distribution operations in nearby Laurens, Iowa, allowing us to meet increasing customer demand," said Karl Paepke, executive vice president - supply chain, Jack Link's Beef Jerky. "We're pleased with the addition of this facility to our supply network and look forward to developing a world class distribution team and becoming a part of the Underwood business community."

Once infrastructure improvements are complete, Link Snacks anticipates creating up to 131 new jobs in conjunction with the opening of the Underwood facility, later this year. Interested applicants may visit JackLinks.com for information on employment opportunities, or may submit their information to jldcuw@jacklinks.com.

In addition to the Underwood, Iowa facility, Jack Link's Beef Jerky has operations in Laurens, Iowa; Alpena, S.D.; New Glarus, Wis.; Minong, Wis.; Mankato, Minn. and international facilities in Brazil and New Zealand. Jack Link's Beef Jerky is the U.S. meat snack category leader and fastest-growing meat snack manufacturer worldwide. Jack Link's branded products are available in more than 40 countries worldwide.

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JACK LINK'S BEEF JERKY – Feed Your Wild Side.™

Headquartered in Minong, Wis., Jack Link's Beef Jerky is the No. 1 U.S. meat snack brand and fastest-growing meat snack manufacturer worldwide. The Jack Link's brand represents a heritage of quality and consumer trust. Jack link's products are available at retail outlets worldwide. Visit www.JackLinks.com for more information on the Jack Link's brand.