



FOR IMMEDIATE RELEASE – January 16, 2002

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USINGER'S "TOP DOG" HEADING TO THE OLYMPICS!

Milwaukee, WI – THIS FRIDAY, JANUARY 18TH, USINGER'S FAMOUS SAUSAGE TRUCKS WILL START ROLLING TO SALT LAKE CITY TO TAKE PART IN THE 2002 WINTER OLYMPICS. HAVING BEEN SELECTED DURING A NATIONWIDE SEARCH FOR THE BEST HOT DOG IN AMERICA, USINGER'S IS PARTNERING WITH CERTIFIED ANGUS BEEF™ TO EXCLUSIVELY PRODUCE THESE WINNING WIENERS FOR THE UPCOMING OLYMPICS.

THE INITIAL SEMI-TRUCK LOAD ON FRIDAY WILL CONTAIN OVER 40,000 POUNDS OF LINKS -- ONE OF MANY SHIPMENTS HEADING TO SALT LAKE CITY OVER THE NEXT COUPLE OF WEEKS. THE USINGER'S CERTIFIED ANGUS BEEF HOT DOGS WILL BE SERVED TO ATHLETES, VOLUNTEERS, AND SPECTATORS AT THE OLYMPIC VILLAGE, AS WELL AS FEATURED AT OTHER OLYMPIC VENUES DURING THE 17 DAYS OF THE FESTIVITIES.

"WE'RE CERTAINLY THRILLED TO BE PART OF THE OLYMPIC EXPERIENCE", SAID JON GABE, USINGER'S VICE PRESIDENT OF SALES AND MARKETING. "AS PRODUCER OF AMERICA'S FINEST SAUSAGE, THE OLYMPICS PROVIDE US WITH AN OPPORTUNITY TO SHOWCASE OUR TALENTS WITH VISITORS FROM ALL OVER THE WORLD."

OPENING CEREMONIES FOR THE OLYMPICS ARE SCHEDULED TO BEGIN ON FEBRUARY 8TH; CLOSING CEREMONIES WILL BE HELD ON FEBRUARY 24TH IN SALT LAKE CITY, UTAH.

FOR MORE INFORMATION, CONTACT JON GABE, USINGER'S FAMOUS SAUSAGE COMPANY, AT (414) 276-9100 OR (800) 558-9997.

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CAD 1/16/02