



## News Release

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FOR IMMEDIATE RELEASE

### **Hebrew National® Makes a ‘Frank’ Decision: Free Hot Dogs for Fans The Next Time a Pro Football Player Eats a Sideline Dog**

*Company believes it’s kosher to eat sideline snacks*

**OMAHA, Neb., Oct. 27, 2009** – Inspired by last weekend’s famous sideline “hot dog incident,” Hebrew National would like to show its appreciation by offering football fans free hot dogs the next time a uniformed professional U.S. football player snacks on a hot dog, anytime during a game this season. The company hopes that a player out there answers its call and boldly takes a bite that could satiate the hunger of thousands of football fans.

“For us here at Hebrew National, it’s always thrilling to see a quarterback sneak executed flawlessly—especially when a hot dog is involved,” said Angela Joyner, Vice President and General Manager, Hebrew National. “The next time a player tries this, we hope they’ll go for one of our 100 percent kosher beef franks. At least one thing’s for sure...if this happens again, every fan in attendance will certainly ‘relish’ the moment.”

To kick things off, Hebrew National will immediately reward all fans who attended last weekend’s Oakland game and bore witness to “hot dog-gate” in person.

#### **Hebrew National Coupon Promotion Terms and Conditions**

**ATTEND:** the next professional U.S. football game where a uniformed player is televised eating a hot dog during a game this season. *Fans who attended the October, 25 2009 game in Oakland can receive their coupons immediately by following the instructions below.*

**SEND:** your official ticket stub including valid seat number and game date and a 3”x5” card complete with your full name and address.

**SEND TO:** Sideline Hot Dog Offer, PO Box 1026, Grand Rapids, MN 55745-1026

**RECEIVE:** a coupon for a free package of Hebrew National Beef Franks

— more —

Offer limited to one request per seat number at game where free coupon offer applies and confirmation of “free coupon event” is solely the discretion of ConAgra Foods. Actual ticket stub must accompany request. Void where taxed, prohibited or restricted by law. Offer only available to US mailing addresses. Allow six (6) weeks for delivery. **Submission must be received by within 30 days of game date and not after February 26, 2010.**

#### **ABOUT HEBREW NATIONAL**

Hebrew National<sup>®</sup>, a brand of ConAgra Foods, Inc., (NYSE: CAG), began in 1905 when Isadore Pinckowitz sold frankfurters in New York City under the Hebrew National name. In addition to hot dogs, Hebrew National makes additional premium kosher products including deli meats, specialty items such as Franks in a Blanket and Cocktail Franks, sides and condiments. ConAgra Foods is one of North America’s largest packaged food companies with a strong presence in consumer grocery as well as restaurant and foodservice establishments. For more information, please visit [www.hebrewnational.com](http://www.hebrewnational.com) or [www.conagrafoods.com](http://www.conagrafoods.com).

#### **ABOUT CONAGRA FOODS**

ConAgra Foods is one of North America’s leading food companies, with brands in 97 percent of America’s households. Consumers find *Banquet*, *Chef Boyardee*, *Egg Beaters*, *Healthy Choice*, *Hebrew National*, *Hunt’s*, *Marie Callender’s*, *Orville Redenbacher’s*, *PAM*, *Peter Pan*, *Reddi-wip* and many other ConAgra Foods brands in grocery, convenience, mass merchandise and club stores. ConAgra Foods also has a strong business-to-business presence, supplying potato, other vegetable, spice and grain products to a variety of well-known restaurants, foodservice operators and commercial customers. For more information, please visit us at [www.conagrafoods.com](http://www.conagrafoods.com).

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