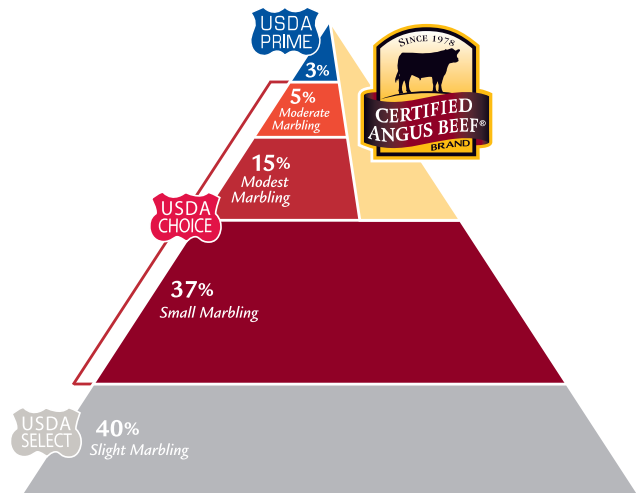


TASTE THE DIFFERENCE

There's Angus. Then there's the *Certified Angus Beef*® brand.

- ★ The *Certified Angus Beef*® brand is a cut above USDA Prime, Choice and Select. Ten quality standards ensure every bit is flavorful, tender and juicy.
- ★ Only 1 in 4 Angus cattle meets the highest standards to become the *Certified Angus Beef*® brand, making it *Angus beef at its best*®.
- ★ Every pound of beef is tracked from initial identification until it is sold to consumers, ensuring genuine *Certified Angus Beef*® brand products.
- ★ The *Certified Angus Beef*® brand is available in U.S. and international grocery stores and restaurants. Products include fresh cuts, the brand's Prime and Natural lines, convenient heat-and-serve dishes and deli meats.
- ★ The brand's website, www.certifiedangusbeef.com, offers facts for food professionals, and consumers will find recipes, tips, videos, producer stories, nutrition and a beef cuts chart. Brand updates are also shared on Facebook and Twitter.
- ★ More than 750 million pounds of *Certified Angus Beef*® products are sold annually – about 4.1 billion servings per year.
- ★ A worldwide audience, athletes and volunteers enjoyed *Certified Angus Beef*® products at the 2002 Olympic Winter Games in Salt Lake City. The brand was also the Official Packaged and Processed Beef Supplier to the 2004 U.S. Olympic Team.
- ★ Certified Angus Beef LLC is a nonprofit subsidiary of the American Angus Association®. It was founded in 1978 as the first, fresh beef brand.



A promise of quality

The *Certified Angus Beef*® brand is the world's top choice for premium beef. That's because our stringent standards promise superior flavor, juiciness and tenderness. To ensure the brand's reliable quality, the USDA evaluates beef for our brand's ten quality standards. Beef earning our coveted brand must have:

Superior Flavor: We require Modest or higher marbling and medium to fine texture, so everyone who enjoys our brand experiences more, juicy flavor in every bite.

Preferred Tenderness: We only accept beef with superior tenderness, bright-red color and pleasing texture.

Dependable Quality: Our standards not only ensure good taste but provide appealing portion sizes for the most pleasurable dining experience.



For more information, contact our staff at 330-345-2333 or visit www.certifiedangusbeef.com.

Angus beef at its best®

*Comparable brand standards are evaluated by the Canadian Beef Grading Agency in Canada. REV3/03-1359