



News Release

FOR IMMEDIATE RELEASE

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Hall of Famer Nolan Ryan and Nolan Ryan's All-Natural Tender-Aged Beef Company to Participate in N.G.A.'s 2008 Annual Convention

ARLINGTON, VA, -- The National Grocers Association (N.G.A.) is excited to announce that at this year's 2008 Annual Convention and Supermarket Synergy Showcase will be Hall of Famer Nolan Ryan and is company Nolan Ryan's All-Natural Tender-Aged Beef.

There's not a baseball fanatic anywhere that doesn't know who Nolan Ryan is. One of the greatest power-pitchers of all time, Ryan retired baseball in 1993 after playing 27 years of major-league baseball. Since retiring from baseball, however, cattle-rancher Ryan has entered a new venture offering yet another shot at stardom--but this time in the beef industry. Nolan Ryan's All-Natural Tender-Aged Beef (NRTAB) is a complete line of natural beef products aged for a minimum of 14 days. This program is a vertical partnership between cow and calf producers, feedlots, packing plants, Agri-West International (the marketing and sales arm for Huntsville, TX-based Beefmaster Cattlemen LP), Nolan Ryan, and retailers. Because of his passion, the beef industry today has a unique branded product that is building demand among consumers who seek tenderness, value and minimal processing in their beef-eating experience.

Nolan Ryan will be participating in N.G.A.'s Trading Partner Business Sessions. These sessions allow retailers to meet one-on-one with current and potential suppliers for 30 minute meetings in a private and professional atmosphere. N.G.A. makes certain that only high level executives with decision-making power participate in the sessions, ensuring that you can have valuable discussion with tangible outcomes. There are only a few spots left to meet with Nolan Ryan Beef, for consideration please contact Adam Dreyer at adreyer@nationalgrocers.org or call (703) 516-8824.

Nolan Ryan's All-Natural Tender-Aged Beef will also be on the S3 Concept Show Floor, Wednesday, February 6 and Thursday, February 7. Be sure stop by and find out more information on Nolan Ryan's retail and foodservice product lines.

N.G.A. also will hold an educational on the topic of ***"Branded Beef - How Can the Independent Retailer Create a Point of Differentiation in the Meat Case?"*** This session will discuss the retail meat case and the dramatic growth in branded products and programs over recent years. This presentation will outline opportunities and potential pitfalls that a retailer would need to be aware of in developing a branded presence in the beef category. Experts will demonstrate the steps involved in development of a successful brand and provide industry examples of "Success Stories from the Meat Case". This session will include speakers from the Beef Information Centre and Super S Foods. This session will be held Thursday February 7, 2008 from 9:15 a.m. – 10:15 a.m.

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N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating a variety of formats. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Some are publicly traded but with controlling shares held by the family and others are employee owned. Independents are the true “entrepreneurs” of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers, state grocers associations, as well as manufacturers and service suppliers. For more information about N.G.A. and the independent sector of the industry, see the N.G.A. website: www.NationalGrocers.org.