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**UNCLE CHARLEY'S SAUSAGE COMPANY NAMED
2003 WESTERN PENNSYLVANIA FAMILY BUSINESS OF THE YEAR
BY UNIVERSITY OF PITTSBURGH FAMILY ENTERPRISE CENTER**

PITTSBURGH, PA – May 9, 2003 – Uncle Charley's Sausage Company, manufacturer of fresh pork sausage in Vandergrift, PA, has been named a winner of the 2003 Western Pennsylvania Family Business of the Year Award by the Family Enterprise Center at the University of Pittsburgh Joseph M. Katz Graduate School of Business.

This well-known manufacturer of fresh pork sausage started operations in 1988 in a converted service station in North Vandergrift. At the time, ten employees were involved in the early processing of various varieties of sausage, but the growth in popularity and reputation prompted the building of a new 15,000 sq. ft. facility in 1999 to house the now more than 45 employees. The company is currently expanding existing production and cooling capacity by 3,600 square feet.

Uncle Charley's products are available in flavors such as Country, Sweet Italian, Hot Italian, Extra Hot Italian, Hot Italian with Peppers and Onions, Bratwurst and Fresh Kielbasa. The company also makes and sells Private Label products for other companies. Uncle Charley's sells Smoked Products that they have made with their label.

Founded by Charles S. Armitage, President and the distinctive voice of "Uncle Charley" in the company's radio and television advertising, the company has grown to become Western Pennsylvania's premier producer of fresh sausages. Production in 1988 was about 2,000 pounds per week and has grown about 30 percent annually.

Charley's son, Chas, has been a large part of the company from the start and is now the Vice President and Director of Operations. Charley's wife, Frances, serves as Corporate Secretary and always has played a significant role in business decisions. Chas' wife, Paula, also works in the company's administrative offices.

Custom Blended Recipes

“Our efforts to create custom recipes and high quality pork sausage products are paying dividends,” said “Uncle Charley” Armitage. “While consumer demand is rapidly increasing, we have been careful to build a solid distribution network, one market at a time. We are currently expanding beyond Western Pennsylvania, Eastern Ohio and Northern West Virginia into Eastern Pennsylvania, Ohio, Indiana, Michigan and New York.”

The company has five trucks that it uses to distribute to supermarkets, grocery and convenience stores. It also uses independent contract haulers and distributors to service customers in these markets.

From its inception Uncle Charley’s has concentrated product quality efforts on custom blended recipes for outstanding taste as well as extraordinary service and speedy delivery to ensure the ultimate in freshness. Charley grew up working in his parent’s small grocery store in nearby Apollo, PA, and over the years gained valuable experience in all aspects of the meat business, from sales and distribution to manufacturing. Today, he and some of his co-workers develop the proprietary recipes for some of Uncle Charley’s products.

Playing key roles in the distinctive taste of Uncle Charley’s sausage products are the use of natural casings, a unique blend of quality spices and the use of lower fat pork. Uncle Charley’s pork, purchased from quality suppliers who meet Uncle Charley’s strict specifications, are on average 80 percent lean, which exceeds USDA standards for leanness by 35 to 45 percent.

Adding to the freshness which Uncle Charley’s customers have come to expect is the packaging of the products in tray packs with an over wrap and the eye-catching red, yellow and green labels that they apply. The company also executes an unusual twice-daily equipment cleanup to meet their stringent quality assurance standards. All these efforts combine to enhance taste, eye appeal and shelf life, while offering cost-savings and convenience. As each production run is palletized and cooled, Uncle Charley’s trucks stand ready for early-morning delivery to customers.

Introduces Griller Link

Uncle Charley’s brought the “griller link” to Western Pennsylvania for consumers who enjoy cooking out for picnics and summer parties. In the past few months the company created a new product called a “Flat Griller,” a 4 oz. Patty that is selling very well. These items will add to the consumers’ choice.

In a taste test conducted by an independent research firm, Uncle Charley's sausage was judged FIRST overall by consumer groups in taste and product quality attributes when compared to other local and national brands of sausage. The consumers scored Uncle Charley's number one in taste, color, freshness and low fat content.

According to the Family Enterprise Center, besides the significant contribution to Pennsylvania's regional workforce development, Uncle Charley's Sausage Company has, over the years, made numerous contributions to the communities it serves. The Alle-Kiski area has benefited from the company's success and generosity in many ways. The StrongLand Bike Race, Southwestern Pennsylvania's largest citizens' bike race, is indebted to the company not only as a financial supporter, but also for its active participation in the program. Uncle Charley's Sausage Company even has a mobile festival cooker which they send out to community events and provide cooked products at little or no cost, often donating whatever sales income to the cause being supported. This was done for the bike race and also for the Cancer Society's Relay for Life in Apollo, PA.

In addition, Uncle Charley's supports nonprofits such as Meals on Wheels and Salvation Army with food and monetary donations when needed. Parades, festivals, school and church events are often supported and fed, as well as WQED and the Pittsburgh Symphony's Pewter Club.

About Uncle Charley's Sausage Co.

Uncle Charley's Sausage Company, a privately held corporation located in Vandergrift, PA, was founded in 1988 by Charles S. Armitage, President and the distinctive voice of "Uncle Charley" in the company's radio and television advertising. The company has grown from a small production facility with a few employees to Western Pennsylvania's premier producer of fresh sausages, with growing distribution in Pennsylvania, Ohio and West Virginia. The company is committed to providing customers fast, reliable service and consistently superior products. Uncle Charley's Sausage earned a national SCOVIE Award from the Fiery Foods & Barbecue Industry in 2003. For information on the company, visit www.unclecharleyssausage.com.

For information on how to become a distributor of Uncle Charley's Sausage products, call 724-845-3302.

Editors Note: Color photography of Uncle Charley's products is available upon request. Please contact Frank Catanzano at 724-733-2452.

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