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**UNCLE CHARLEY'S SAUSAGE COMPANY LAUNCHES
LOW CARB, LOW FAT TV CAMPAIGN DURING SUPER BOWL
--Local Sausage Manufacturer Uses TV Ads to Educate Dieting Consumers--**

VANDERGRIFT, PA – January 30, 2003 – Uncle Charley's Sausage Company, manufacturer of fresh pork sausage in Vandergrift, PA, produces great-tasting products that fit perfectly into the popular low carb, low fat diet.

In a regional television ad premiering during the Super Bowl on Sunday, February 2, Uncle Charley's launches a consumer education program with the theme "Big on Taste, Small on Carbs!" Long-known for outstanding flavor created by proprietary recipes and seasonings, the program alerts consumers that the company's sausage products fit into healthy low carb, low fat diets.

Uncle Charley's sausage products range from 0 to 1 grams of carbohydrates and 12 grams of total fat per 2 ounce serving, 33 to 45 percent less fat than required by government standards.

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.

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.

Custom Blended Recipes

From its inception Uncle Charley's has concentrated product quality efforts on custom blended recipes for outstanding taste. 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.

About Uncle Charley's Sausage Co.

Uncle Charley's Sausage, 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, the 2003 Western Pennsylvania Family Business of the Year Award from the Family Enterprise Center at the University of Pittsburgh and was named a 2003 "Pittsburgh 100" – one of the fastest-growing privately held companies by the *Pittsburgh Business Times*. For information on the company and healthy recipes, visit www.unclecharleyssausage.com.

Editors Note: Color photography of Uncle Charley's products is available upon request. Please contact Frank Catanzano at 412-374-2574.

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