

FOR RELEASE: Immediate

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**UNCLE CHARLEY'S INTRODUCES NEW COOKED HOT ITALIAN SAUSAGE
--Premier Sausage Products Manufacturer Launches Company's First 'Heat & Eat' Sausage-**

Vandergrift, PA, August 3, 2001 -- Uncle Charley's Sausage Company has introduced Cooked Hot Italian Sausage in Sauce with Onions and Peppers, the company's first pre-cooked dish for supermarkets, convenience stores and food service. Consumers can simply thaw the sausage in the aluminum tray and roast for 15 to 20 minutes or heat on a grill.

"Our new Cooked Hot Italian Sausage is ideal for restaurants, bars and other food service providers to quickly and conveniently serve delicious sausage sandwiches or even as entrées," Company President Charles S. Armitage said. "These 'heat & eat' sausages are great for parties during the football season."

Uncle Charley's Cooked Hot Italian Sausage, available in the freezer section, are packed 12 links per 5 lb. Tray, and 4 trays per box.

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.

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 garage-sized production facility with a few employees to Western Pennsylvania's premier producer of fresh sausages. The company is committed to providing customers fast, reliable service and consistently superior products. **For more information on how to become a distributor of Uncle Charley's Sausage, call 724-845-3302.**

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EDITOR'S NOTE: For a full-color jpeg of Uncle Charley's new Cooked Hot Italian Sausage, please call Frank Catanzano at 724-733-0144 or email frankcat@adelphia.net.

