



FOR IMMEDIATE RELEASE

Sadler's Smokehouse® Featured on Food Network's "Unwrapped" June 5 *Show gives behind-the-scenes take on classic American food brands*

(FRISCO, Texas) June 4, 2010– The Food Network's "Unwrapped" features Sadler's Smokehouse, North America's leader in premium pit-smoked meats, on an episode airing June 5. The BBQ-inspired segment chronicles Sadler's exacting pit-smoking process. The system, perfected over 62 years, involves careful selection, hand-trimming, seasoning and pit-smoking of premium meats for up to sixteen hours over split hickory, pecan and mesquite woods.

In its tenth season, "Unwrapped" takes viewers behind-the-scenes in the test kitchens and production facilities of classic American food brands.

"We think viewers will be impressed by the care we take in preparing our Sadler's pit-smoked meats and meals to perfection," said Sadler's Smokehouse CEO Terry O'Brien. "We are proud to provide our customers convenience and the great taste of authentic barbecue from their grocery's shelves, restaurants and deli counters. We simply will not compromise on our legacy of premium quality."

Sadler's Smokehouse is the exclusive BBQ of the Houston Texans and recently earned the Kansas City Barbeque Society's official Seal of Approval for its premium, pit-smoked brisket. Sadler's premium, fully cooked smoked meats, gourmet barbecue products, Dinner for Two entrees and Slow-Roasted Meals are available at leading grocers, supercenters, club stores and restaurant chains nationwide.

About Sadler's Smokehouse®, Ltd.

Sadler's premium smoked meats, authentic barbecue, dinners and entrees continue to pioneer the new segment of premium barbecue and fully cooked smoked meats. Sadler's Smokehouse products are sold in 42 continental U.S. states and internationally. For more information visit www.sadlerssmokehouse.com. You can also find us on Facebook at <http://www.facebook.com/pages/Sadlers-Smokehouse-Ltd/71911064834>.

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