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APPLEGATE FARMS CONTINUES TO EXPAND GLUTEN-FREE OFFERINGS WITH THE LAUNCH OF GLUTEN-FREE BREADED CHICKEN NUGGETS

--Leading Family-Owned Meat and Cheese Company Continues to Satisfy America's Ever-Growing Appetite for Delicious, Top Quality Gluten-Free Foods--

Anaheim, CA(March 5, 2009) – Applegate Farms, the leading purveyor of organic and natural meats and cheeses, announces the debut of a brand new product to add to the company's already impressive list of allergen sensitive offerings. Beginning in May, **Applegate Farms Gluten-Free Breaded Chicken Nuggets** will debut in retailers nationwide adding to the well-known line of deli meats, hot dogs and bacon – all made without the fillers that often contain gluten. Already boasting nearly 100 gluten-free products, Applegate Farms is continuing on its path of providing the freshest, best-tasting products, made with only natural ingredients that also meet the dietary restrictions of America's ever-growing population of gluten-sensitive people.

In addition to ensuring great taste, an area where many gluten-free products fall short, safety is also paramount to the company. The ingredients used to make this new product will be tested for gluten before entering the plant where the product is made and will be accompanied by a Certificate of Analysis ensuring their safety. The finished product will be tested a second time before *leaving* the plant to ensure the product meets the company's stringent specifications before it hits store shelves.

"Gluten intolerance doesn't just affect the nearly 3 million American's who have been diagnosed with Celiac's disease; an estimated 1 in 7 people is considered Non-Celiac Gluten Sensitive (NCGS), or sensitive to gluten although they don't test positive for the disease," said Steve McDonnell, Founder/CEO, Applegate Farms. "We have worked very hard to create a gluten-free option that is just as delicious as our other products that these consumers can trust for themselves and their children."

A gluten-free diet is one that prohibits foods containing all forms of wheat, rye, barley and related grain hybrids, as well as ingredients derived from these grains that are used in most bread, pasta, cereal, and processed foods. Applegate Farms has developed a gluten-free breading for the company's new chicken nuggets using a mixture of corn



and rice flours without comprising the level of taste and quality that the company's loyal customers depend on.

Applegate Farms Gluten-Free Breaded Chicken Nuggets are frozen fully cooked to ensure safety, can be heated in the microwave or oven and will be available in 8oz package for a retail price of \$5.99.

All of Applegate Farms products are created with the mission to make the best tasting products with only natural ingredients. Every one of the more than 300 family farms with which Applegate Farms works conducts all of their farming practices with integrity, treating both their land and their animals with the utmost respect. Applegate Farms animals are never given antibiotics, hormones or artificial growth promotants. All of the company's products are made with natural and organic ingredients and are minimally processed, allowing for a wholesome texture and taste.

For more information, please visit www.applegatefarms.com

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