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FOR IMMEDIATE RELEASE:

APPLEGATE FARMS LAUNCHES THE COMPANY'S FIRST BULK CHEESES AND NEW ORGANIC SLICED CHEESES

Leading Family-Owned Meat and Cheese Company Expands Product Offerings to Include Bulk and Organic Cheeses

Bridgewater, NJ (September, 2009) – Applegate Farms, the leading purveyor of antibiotic and hormone-free meats and cheeses, announces the debut of new bulk and organic sliced cheeses to add to the company's already impressive list of offerings. Beginning in September, *Applegate Farms Bulk Provolone, Swiss, American, and Medium Cheddar* will be offered at deli counters nationwide, complimenting the already well-known line of deli meats. For those who would prefer to grab and go, the new *Applegate Farms Sliced Organic American and Provolone Cheese* will be found in grocery store aisles next to the already available pre-sliced Organic Mild Cheddar, Monterey Jack, Swiss and Muenster Kase cheeses. Meeting Applegate Farms strict quality standards, all of the new cheeses are produced from cows not treated with rBGH.

Until now, Applegate Farms cheeses were only available in pre-packaged slices. The new bulk cheeses provide customers the option to enjoy deli-fresh cheese sliced the way they want in the quantity they choose. Whether stacking up a submarine sandwich or pressing a crispy Panini, making a snack for one or a picnic lunch for 15, the new bulk cheeses offer added convenience under the Applegate Farms umbrella of uncompromised taste and quality. The new cheeses will be available at select retailers nationwide.

"Customers have sought our natural and organic meats at the deli counter for years now, so we wanted to be able to offer them the ability to find Applegate Farms quality at the same location when selecting cheese as well," said Steven McDonnell, founder/CEO of Applegate Farms, "Offering sandwich staples like Provolone and Swiss cheese in the deli section means customers have new options for building a more natural sandwich."

Following strict organic standards that include treating animals humanely and never administering livestock sub-therapeutic antibiotics or hormones, the company is also expanding its pre-packaged organic cheese line to include Organic American and Mild Cheddar, making two sandwich classics from a trusted brand more wholesome than ever. The new organic sliced cheeses will be available next to our other pre-sliced products at select retailers nationwide.

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 promoters. 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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