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**LOCAL COMPANY LANDS STARRING ROLE IN CELEBRITY FOOD SHOW
Food Network's Guy Fieri to Showcase Pork on a Fork for Demos**

PHOENIX, ARIZONA (July 20, 2009)—Phoenix-based Pork on a Fork will be featured in a number of cooking demonstrations by renowned chef and TV personality Guy Fieri during the 2009 Celebrity Food Show, August 7-9 in Anaheim, California. The Food Network's most popular host will use Pork on a Fork's pork loin and bacon to make his favorite dish, Pork el Fuego, in front of sell-out crowds during the three-day event. Considered southern California's largest and most prestigious food event, the Celebrity Food Show annually draws as many as 30,000 visitors.

"We are thrilled to have the opportunity to work with Guy Fieri," said Wes Hansen, co-founder of Pork on a Fork. "He's a huge fan of pork and has done a lot of work with the National Pork Foundation to promote its nutritional value and the success of the nation's small pork farmers. He's also a tremendous cook, so we are really honored that he chose our product for the show."

In addition to Fieri's backing, Pork on a Fork is now featured on San Francisco-based Foodzie, an online marketplace where gourmets (and gourmands!) can discover

and buy food directly from small artisan producers and grocers. Foodzie is featuring 10 Pork on a Fork products, including bacon cheddar bratwurst, Husker boneless chops, Peppercorn bacon and smoked BBQ pulled pork.

Founded by Wes Hansen and Justin Erickson just three months ago, Pork on a Fork provides fresh, premium pork directly to consumers. Both owners were raised on Nebraska hog farms and learned early on how quality pork is supposed to taste. While Wes and Justin are based in Phoenix—selling Pork on a Fork products exclusively through local farmer’s markets—Justin’s brother, Russ, personally tends to the fourth generation family farm in Central City, Nebraska.

The boutique nature of the farm has enabled Pork on a Fork to offer a level of quality larger producers simply cannot match. All of the hogs are disease free and raised humanely, with plenty of exercise and fresh air, and are given no added antibiotics or growth hormones. Only the best hogs are selected for Pork on a Fork.

For more information, visit www.porkonafork.com.

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