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***Celebrity Chef Guy Fieri and the National Pork Board Celebrate Summer Grilling
with “Search for the Next Pork Personality”***

Pork’s Versatility, Taste and Value Give it the Starring Role on the Grill

DES MOINES, Iowa (April 20, 2009) – As Americans bring their grills out of hibernation, the National Pork Board is “Fieri-ing” things up in celebration. With the launch of the “Search for the Next Pork Personality” contest, America’s pork producers are giving pork fans everywhere a chance to showcase their star qualities on the grill and meet the go-to guy when it comes to heating up the grates – celebrity chef and grilling guru Guy Fieri.

Known for his big personality, Fieri says pork is his secret for grilling success because it can be served up in so many ways. Now, passionate pork fans like him, who enjoy “hogging” the spotlight and have great pork tips to share, are invited to submit a video on TheOtherWhiteMeat.com. Three lucky finalists will meet Fieri and go tong-to-tong in a live grill-off for the title and \$5,000.

“Pork is a cut above the rest because it’s so versatile,” says Fieri. “No matter what your ‘pork-sonality’ is – whether you like it low and slow on the barbeque or prefer to toss a tenderloin on the grates – there’s something out there for you. I love pork because it pairs with anything –spices, seasonings, flavors or side dishes, which is what makes it the secret to good grillin’.”

As 70 percent of Americans cook more at home to save money¹, according to the “Affordable Meals Survey” conducted by the National Pork Board, pork is cast as an ideal meal choice because it is one of the best values in the meatcase. Plus, Fieri says pork is quick and easy to prepare. It can be as simple as throwing together some spices to create a custom rub or just grabbing some ground pork to whip up tasty burgers.

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¹The survey was conducted online with a random sample of 1,093 mothers aged 18+ with a child/children in the home – all members of the Impulse Research proprietary online panel. The Impulse Research proprietary online panel has been carefully selected to closely match US population demographics and the respondents are representative of American women 18+. Research was conducted in December 2008. The overall sampling error for this survey is +/- 3% at the 95% level of confidence.

Get Your Grill-on with Guy

For those who want to add some sass to their summertime meals, Fieri shows how easy it is to pair interesting flavors with pork to create seasonal dishes that are on the table in no time:

- **Strawberry Pork Chop Fiesta** – This appetizer combines fresh summer strawberries, artichokes and chiles with a bacon-wrapped chop for a unique pairing of sweet and savory flavors. It is an ideal crowd-pleaser for backyard barbeques.
- **Tastebud Poppin' Pork Piccata** – With garlic, capers, white wine and Dijon mustard, this twist on a traditional piccata is big on flavor and small on prep. Pork blade steaks are simply marinated, then hit the grill – all taste, no sweat!
- **Pork En Fuego** – According to Guy, the “fire” in this lean pork tenderloin dish is all in the spices. Think cayenne pepper, paprika and cumin meet fresh peppers and red pepper flakes. Caliente!

Turn Your Pork Tip Into Prizes

Do you have a pork tip that's behind the secret to your success? Tell us! Through August 31, passionate pork fans everywhere can enter The National Pork Board's "Search for the Next Pork Personality" by submitting a video on TheOtherWhiteMeat.com. Each entrant must share their best tip for grilling pork. Multiple factors will be considered when selecting the “top hog,” including creativity and originality, and the pork love needs to come through loud and clear.

Three finalists will be selected for a live finale grill-off in New York City. Each will prepare a pork recipe that showcases their tip for Fieri and a panel of judges. The winner will be named the “Next Pork Personality,” take home \$5,000, a Char-Broil® grill and grilling accessories.

“Go big or go home – that's the way I cook and that's how you'll have to grill if you want to be the Next Pork Personality,” said Fieri. “I want to see an awesome tip, an amazing pork recipe with off-the-hook flavor and a personality that's bigger than mine!”

Takin' Pork To The Streets

Back in action for the second year in a row, The Other White Meat® Tour is criss-crossing the nation to remind America that pork is the best kept secret on the grill. The pork tour will visit 27 cities from Sacramento to New York City this summer, sampling sizzlin' pork and offering up fun and free family-friendly activities!

A dozen of the stops will include a local contest to find Pork's #1 Fan in that city. Entries will be collected on-site at the tour and winners will walk away with a \$500 gift card to a local retailer. In those markets, for everyone who enters the contest, America's pork producers will provide 10 pounds of pork to a local food bank – that's equivalent to 50 meals per entry.

“We're excited to bring the great taste of grilled pork to so many people through The Other White Meat Tour this summer,” said Traci Rodemeyer of the National Pork Board. “America's pork producers are proud to take it one step further to support local food banks in several communities where the Tour is stopping. The more people that enter to be Pork's #1 Fan in these cities translates into more meals, which will hopefully feed thousands across the country.”

TheOtherWhitemeat.com

Find out if the tour and contest are coming to your city by visiting TheOtherWhiteMeat.com. While there, you can find thousands of grill-friendly recipes including those from Guy Fieri, his grilling tips, and complete rules and information on how to enter the “Search for the Next Pork Personality.”

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About The National Pork Board

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management.