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**Legendary Football Star Emmitt Smith And The National Pork Board
Deliver The Ultimate Tailgating Experience**
*Smith Challenges Football Fans In The “Great Pork Recipe Playoffs”
For A Chance To Tailgate With Him*

DES MOINES, Iowa (Sept. 2, 2009) – Friends, family and football fans across the country prepare for another record tailgating season as they begin to roll out their grills, pass around the pigskin and don their favorite jersey in anticipation of the first big game. As a legend in the football world, professional football’s all-time leading rusher, Emmitt Smith has attended a tailgate or two over the years and says rivalries may be fierce, but pork is one thing all tailgaters love and see eye-to-eye on as the best meat choice on the grill.

“In Texas, we do everything big and that includes tailgating,” said Smith. “It’s all about enjoying good food without sacrificing game time - that’s why I love pork. I consider pork a triple-threat on the grill because it’s quick to cook, tastes great and pairs well with almost any flavor. Southwestern, smoky sauces are my personal favorite pork-toppers.”

Building excitement this fall, America’s pork producers are kicking off the “Pork Recipe Playoffs,” a chance for pork fans to show off their M.V.P. tailgating recipes for an opportunity to meet Smith. One lucky grand prize winner with the best “grilling game” will win a trip for four to Miami, FL to tailgate with Smith and score seats to a big game in February.

Score Big with Pork

According to a survey¹ by the National Pork Board, more than 40 percent of sports fanatics throw pork (sausages, ribs, tenderloin or shoulder) on the grill for tailgate

¹ Online Omnibus survey conducted of 1,000 men and women 18+ who participate or have participated in tailgating festivities, conducted by Impulse Group on behalf of the National Pork Board; June. 2008

celebrations more often than other meats. With numerous budget-friendly cuts to choose, pork is the perfect choice for game-day festivities.

Ribs are a Smith family favorite and Emmitt finds rubbing spices over the surface of pork before cooking to be an easy and economical way to enhance the flavor of the meat. Smith adds extra cayenne pepper to his tangy Texas rub for an extra “kick” of flavor.

No stranger to the grill, Emmitt Smith shares his favorite pork recipes that are sure to be the perfect kick-off to any tailgating party:

- Tailgating rookies and grilling veterans alike can fire-up **Emmitt Smith’s Lone Star-Style Smokin’ Spicy Ribs** with ease at any game-day celebration. These tasty ribs are seasoned to perfection with ground black pepper, garlic salt and cayenne pepper.
- The portability of the **Texas Barbecue Pork Chop Wrap** makes it a true tailgating M.V.P. The wrap includes thinly sliced boneless pork chop wrapped in a tortilla with barbecue sauce and chipotle – a combination sure to thrill your taste buds!

Take Home the Ultimate Tailgating “Trophy”

America’s pork producers are rallying pre-game partiers and half-time hosts to submit their favorite regionally-inspired tailgating recipe to the “Great Pork Recipe Playoffs” – a nationwide search for the season champion pork recipe. Today through November 16, contenders can submit their favorite regional recipe at TheOtherWhiteMeat.com. A roster of eight regional finalists will be selected December 1, securing their starting spot in the competition. Through December 25, fans can vote for their favorite finalist to determine who dominates the title of the ultimate pork tailgater.

One lucky winner will receive a three-day, two-night trip for themselves and three guests to Miami in February where they’ll meet Emmitt Smith at a tailgating-themed pre-game party and score seats to a big game.

Visitors can find complete rules on TheOtherWhiteMeat.com, as well as dozens of game-day recipes and tips guaranteed to make their next tailgating party a win!

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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.