



SUE BEE HONEY® , AMERICA'S HONEY™ , LAUNCHES NATIONAL SUMMER SANDERS SWEEPSTAKES PROMOTION

SIoux CITY, IOWA (September 15, 2011) Sue Bee Honey®, America's Honey™, has officially announced the launch of its National "Sue Bee Summer Sanders Sweepstakes" Instant Win promotion with two-time USA Swimming Gold Medalist Summer Sanders.

Beginning this month through May 15, 2012, contestants simply enter an instant win code on suebee.com from specially marked Sue Bee Honey on-pack, peel-off products. Winners could instantly win a trip for two to London, including airfare and hotel accommodations. Additional prizes include valuable gift cards and Sue Bee Honey products.

As the official spokesperson for the new promotion, Sanders commented, "I'm proud to be representing a company that produces a 100% American-made product that is used by households around the U.S. The purity and goodness of Sue Bee Honey speaks for itself."

Ron Junck, Sioux Honey Association vice president of sales and marketing, added, "We are pleased to have Summer Sanders represent Sue Bee Honey again this year. She symbolizes the pure, wholesome, American-made honey that we produce, and the Summer Sanders Sweepstakes is a great way to build our American-made image and identify Sue Bee Honey as AMERICA'S HONEY."

As a bonus during this campaign, retailers are able to obtain a Special Summer Sanders Sweepstakes in-store shipper display, which will include a \$1 instant redeemable coupon on selected products with a QR code sweepstakes entry option.

About Sue Bee Honey

Sue Bee Honey is the Branded product name for Sioux Honey Association, corporate offices located in Sioux City, Iowa, with production facilities in Sioux City, Iowa, Elizabethtown, North Carolina and Anaheim, California.

Sioux Honey Association has become the world's largest honey marketing organization and Sue Bee Honey is the most recognized honey brand in the USA. Its global presence extends to the Middle East, Far East, and South and Central America, and it continues to be a leader in the honey industry with state-of-the-art facilities, which include research and development.

Sioux Honey Association also is a green company, which means Sue Bee products and containers are safe for the environment. The Association strives to protect the ecosystem through recycling, innovative engineering, and cutting back on over-packaging. To learn more about Sue Bee Honey and Sioux Honey Association, log on to www.suebee.com. For details surrounding "Sue Bee Honey Summer Sanders Sweepstakes" promotion, visit www.suebee.com/sweepstakes.