



SUE BEE HONEY LAUNCHES NATIONAL “TRUST THE TASTE OF AMERICAN HONEY” PROMOTION WITH SUMMER SANDERS

SIoux CITY, IOWA (October 18, 2010) Sue Bee Honey has officially announced its national “Trust the Taste of American Honey” www.trustthetaste.com promotion with two-time Olympic Gold medalist Summer Sanders, who became a television correspondent and commentator after winning two golds, a silver and a bronze at the 1992 Summer Olympic Games in Barcelona, Spain. She also is a mother of two.

As official spokesperson for the new promotion, Sanders commented, “I love that Sue Bee Honey is made in the USA. I consider it one of nature’s miracles, and you can include it in all of your foods for a healthier lifestyle.”

The nationwide promotion officially kicked off October 15 and will run through September 2011, involving promotional elements such as in-store displays, an instant win game with multiple winners and a grand prize winner of a home kitchen makeover, a virtual kitchen, videos featuring Summer Sanders cooking recipes with Sue Bee Honey, magazine ads, banner ads, on-pack peel-offs and bottle-necker coupon offers.

David Allibone, Sioux Honey Association president and chief executive officer, added, “Given the multitude of misconceptions surrounding origins of American honey, we want to finally set the record straight regarding the purity of Sue Bee Honey. Trust the Taste of American Honey allows us to do that in a way that is engaging and beneficial to the consumer.”