



FOR IMMEDIATE RELEASE

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ALL ABOARD THE 24th ANNUAL BAGELFEST HOSTED BY LENDER'S® BAGELS

Lender's Puts the "Arrr" in Party With a Pirate-Themed Festival

Thursday, July 16th through Saturday, July 18th in Mattoon, IL

MOUNTAIN LAKES, NJ (July 2009) — The mouth-watering aroma of freshly baked, crunchy-on-the-outside, chewy on the inside bagels fills the air once again as Peterson Park in Mattoon, IL turns into a three-day bagel bonanza for the 24th annual Lender's Bagelfest! Mattoon, Illinois, home of the world's largest bagel factory—**Lender's Bagels**—will once again host the festivities, this year under the theme, "Ahoy, Matie!" Those who can't be there to enjoy the carnival, free bagel breakfast, local food and craft vendors, sensational musical acts, the Bagelfest Parade and more can *still* join in the celebration by treating themselves two brand new products from Lender's Bagels!

Lender's has introduced two innovative products to its famous line of bagels to meet the needs and trends of its loyal consumers, while maintaining the historical value and quality of its products. **Little Lender's** are fun-sized (.9 oz), low calorie (70 calories) bagels that make the perfect on-the-go snack. **Lender's 100 Calorie Bagels** are a nutritious and delicious addition to the product line, fitting in perfectly with today's healthy lifestyle trends. While Lender's will be distributing FREE samples of two new flavors of the all new **Little Lender's**, both new products are available in retailers nationwide so everyone can enjoy them in honor of Bagelfest!

82 years ago, Harry Lender opened his first 800-square-foot bagel bakery on the east coast. In 1962, the father of the frozen bagels brought the popular New York food staple to the Midwest and Mattoon. Now, Lender's Bagels, who started the bagel phenomenon in America, is owned by Pinnacle Foods Group LLC., a company that has stayed true to the tradition of Lender's while adding flavorful *and* healthful alternatives in the frozen, refrigerated, and fresh sections of the supermarket.

Murray Lender began hosting Bagelfest in July 1986, and Lender's has carried on the tradition every July in Mattoon for 24 years. Some 40,000 people show up for the event, many of whom line up out the door—literally—every Saturday morning of Bagelfest to

enjoy the largest free bagel breakfast in the world, where they devour thousands of bagels!

“Consumer demand is the heartbeat of Lender’s Bagels, and we aim to please,” said Ray O’Brien, Vice President, Lender’s Bagels. “For more than 80 years, Lender’s has been setting industry standards and Bagelfest provides us with an opportunity to reach out to one of the most bagel-savvy communities in the country and find out what they want, and that’s really exciting for us,” O’Brien added.

The folks bringing you the Bagelfest have gathered together not only America’s favorite foods, but amazing musical guests for some fantastic entertainment, as well! The Neverly Brothers, a three-member “Rock n’ Roll Evolution” band that offers Rockabilly, British Invasion and the Everly Brothers selections, will play at 8:00 p.m. July 17th. National sensation Zac Brown, a five-member classic country music group best known for the song “Chicken Fried,” will take the Bagelfest stage at 8:00 p.m. on July 18th at Grimes Field. For more information, call 1-800-500-6286.

Media inquiries and requests for additional information should be directed to Lee Makofsky at 973.744.0707 or lee.mako@bhgpr.com

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The “Hole” Story

When he started boiling and baking bagels in the garage behind their family home in New Haven, CT, Harry Lender brought a bit of the old world to the new. Coming from a small town in Poland, his aspirations were to put a roof over his head and feed his family. Little did Mr. Lender know back in 1927 that he would start a bagel revolution and have his name reside in the grocery aisles of almost every town in America, making Lender’s THE name that consumers across the country associate with bagels.

Today, Marvin Lender of Woodbridge, CT, son of founder Harry Lender is delighted that Pinnacle Foods is so excited by the wildly popular brand: “I am very pleased to see the marketing support that Pinnacle Foods is giving to the Lender’s brand that consumers have identified with for 82 years. The brand continues to represent quality and confidence in a long standing family name.”

Lender’s Bagels is a product of Pinnacle Foods Group LLC., a leading seller and manufacturer of nationally branded food products. Pinnacle is known for new product innovation and commitment to growth and has a strong portfolio of leading brands including Duncan Hines® Baking Mixes and Frozen Brownies, Vlasic® Pickles, Log Cabin® Syrup, Mrs. Butterworth’s® Syrup, Hungry-Man® Entrées, Mrs. Paul’s® Seafood, Van de Kamp’s® Seafood, Lender’s® Bagels, Armour® Canned Meats, Swanson® Frozen Meals, Aunt Jemima® Frozen Breakfasts, Celeste® Pizza, and Open Pit® Barbeque Sauce.