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DELI EXPRESS SANDWICH COMPANY LAUNCHES “HUNGRY TO HELP” CAMPAIGN TO HELP CHILDREN, SPOUSES OF U.S. TROOPS

MINNEAPOLIS, Minn., May 2, 2005— Deli Express, the nation’s largest manufacturer of hot and cold sandwiches sold through convenience stores, has unveiled a new coast-to-coast campaign to help the families of military servicemembers who are benefited by the National Military Family Association (NMFA).

Deli Express’ “*Hungry to Help*” campaign coincides with the 50th Anniversary of the family-owned sandwich company. A portion of the sale price of each 50th anniversary Torpedo, Big Chuck™ or Cattleman™ sandwich sold will be donated to NMFA, an organization dedicated to serving family members of military servicemembers. The specially marked Deli Express sandwiches will be available at over 25,000 convenience stores nationally, as well as through military exchange shoppettes and other retail locations.

Deli Express has committed to contributing a minimum donation of \$50,000, which will mark the second largest donation in NMFA’s history. “NMFA is thankful for the support from Deli Express and for the generosity of their customers and participating retailers” says Candace Wheeler, CEO of NMFA. “We know from experience that community support plays a crucial role in the military family support system. Knowing that the American public recognizes the challenges military families face has a tremendous positive impact on our community.”

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“Many of Deli Express’ own employees are either serving overseas or have immediate family members who are serving in Iraq or other countries,” adds Thomas E. Sween, Chairman and CEO, Deli Express. “So we are thrilled to partner with an organization that supports some of the bravest people in America – the sons, daughters, wives and husbands of our soldiers. Through this new ‘Hungry to Help’ campaign, we’re hoping that our employees, customers and retail partners can unite to support military families who have sacrificed so much to serve our country. ”

In addition to the per-sandwich donation commitment, the joint Deli Express/NMFA campaign has implemented a website, www.hungrytohelp.com. The site includes information about the program and how you can participate including a Ways to Help section with ideas for people who want to provide additional support to those who have been affected by their loved one’s deployment.

About NMFA

The National Military Family Association is the only national nonprofit organization whose sole focus is the military family and whose goal is to influence the development and implementation of policies that will improve the lives of those family members. The Association’s mission is to serve the families of the seven uniformed services through education, information and advocacy. For more than 35 years, its staff and volunteers, comprised mostly of military family members, have built a reputation for being the leading experts on military family issues. For more information on how you can support NMFA, please visit www.nmfa.org.

About Deli Express

Deli Express, a division of the E.A. Sween Company with over 550 employees nationwide, is the leading supplier of hot and cold sandwiches to the U.S. convenience store industry. Founded in 1955, Deli Express sandwiches can be found at over 26,000 convenience stores, drug stores, vending machines and other grocery outlets across the country. Every week, Americans purchase more than one million Deli Express sandwiches, pizzas, subs and burritos, with ingredients including Armour ham, Butterball turkey and Jimmy Dean sausage. In 2001, Deli Express was voted “Vendor of the Year” and inducted into the Convenience Store Industry “Hall of Fame;” in 2002, the company received an “Award of Excellence” from chefs judging on behalf of the American Tasting Institute. For more information, visit www.deliexpress.com.