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DELI EXPRESS “HUNGRY TO HELP” CAMPAIGN RAISES OVER \$70,000 TO AID MILITARY FAMILIES

MINNEAPOLIS, Minn., January 30, 2006— Deli Express, the nation’s largest manufacturer of hot and cold sandwiches sold through convenience stores, announced today they have raised \$72,776 through its 50th Anniversary “*Hungry to Help*” campaign, all of which will be donated to the National Military Family Association (NMFA).

Deli Express developed the “Hungry to Help” campaign to coincide with the 50th anniversary of the family-owned sandwich company. From May to December 2005, Deli Express sold 1.72 million 50th anniversary sandwiches. A portion of the sale price of each 50th anniversary Torpedo, Big Chuck™ or Cattleman™ sandwich sold was donated to the NMFA, an organization dedicated to serving family members of military servicemembers. Of the \$72,776 donation, \$22,776 was due in part to contributions from the 37 suppliers and retailers, many of which matched Deli Express’ per sandwich sale donation.

“We are thrilled at the success of the ‘Hungry to Help’ campaign,” says Thomas E. Sween, Chairman and CEO of Deli Express. “We are so appreciative at the involvement of our suppliers, retailers and customers. Because of this campaign, the sons, daughters, wives and husbands of our soldiers will continue to get the support they need as their loved ones serve our country.”

Deli Express presented the initial \$50,000 check to the NMFA this past October at the 2005 National Association of Convenience Stores (NACs) Show in Las Vegas. “Our ability to

assist the lives of military families would not be possible without organization like Deli Express,” shared Tanna Schmidli, Chairman and CEO of the NMFA. “We are so appreciative for the generous support Deli Express has shown us through the Hungry to Help campaign.”

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 915 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 25,000 convenience stores, drug stores, vending machines and other grocery outlets across the country. Every week, Americans purchase more than one million Deli Express sandwiches, subs and burritos, with ingredients including Armour ® ham, Butterball ® turkey and Jennie-O-Turkey ®. 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.

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