



PRESS RELEASE

Spring Creek Ranch is Beefing up Safeway

Edmonton, Alberta March 23, 2011

Until now, eating hormone and antibiotic free beef could mean spending hours sourcing a local rancher, finding someone to share the purchase and then trying to figure out how to fit a side of beef into your freezer.

Those days are over. Today Spring Creek Ranch announced that 50 Safeway stores across Alberta will carry a selection of Spring Creek's fresh beef, raised without antibiotics or added hormones, on their beef counters. As well, at over 200 Safeway stores in British Columbia, Alberta, Saskatchewan and Manitoba, Spring Creek Ranch meatballs and burgers can be found in the freezer.

"We are very pleased to be the first local beef value chain to be so heavily represented in the fresh section of any of the major Western retailers." says President of Spring Creek Ranch, Kirstin Kotelko. "After just one week, the consumer response has been very positive. People who try our beef often contact us to express their excitement that it is available at Safeway and they are very impressed with the quality!"

One of Western Living's Top 40 (Foodies) under 40, Kirstin Kotelko has been a strong promoter of Alberta beef resulting in some unique opportunities. Spring Creek Ranch has supplied beef to the Official Dinner hosted for Her Majesty the Queen by Prime Minister Stephen Harper and to the G20 dinner in Toronto in 2010. More recently, Spring Creek has partnered with the Calgary Stampede to supply all the "beef on a bun" at Stampede 2011. It will be available at venues operated by the Stampede organization.

Spring Creek Ranch is a fourth generation ranch in Alberta that is powered by BioFuel Energy. The ranch utilizes the manure from the cattle to generate enough energy to power over 1000 homes. They offer a line of premium pure Angus beef products that are naturally raised to create an exceptional eating experience. Working with a team of select ranchers to exclusively raise Spring Creek Beef, Spring Creek Ranch participates in an external audit by the Canadian Food Inspection Agency to monitor every step of their animal care.

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For more information, visit www.springcreek.ca

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